

Rock Products and BUILDING MATERIALS

INCORPORATING DEALERS BUILDING MATERIAL RECORD

Volume XIX

CHICAGO, APRIL 7, 1917

Number 11

1866

1917

SAYLOR'S
Portland Cement
COPLAY CEMENT

MANUFACTURING CO.

COPLAY, PA.

New York
Philadelphia

Boston
Jacksonville, Fla.

PLYMOUTH GYPSUM CO.

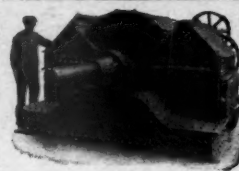
FORT DODGE, IOWA

Manufacture what is known as **QUALITY BRANDS**

ORDER A CAR AND BE CONVINCED

Plymouth Plaster and Finishes White Sand Float Finish
 Plymouth Wood Fibre Plaster Best Bros. Keene's Cement
 Acolite Cement Plaster Sackett Plaster Board
 (the long keeper)
 Exterior Plaster Tiger Brand Hydrated Lime
 Fireproof Gypsum Partition Tile

Write for advertising matter and prices

 BRANCH OFFICES: {1015 Lumber Exchange, Minneapolis
 {5040 St. Lawrence Ave., Chicago


Patented

"PENNSYLVANIA"

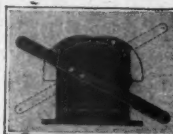
Hammer Crushers For Crushing and Pulverizing Limestone, Gypsum, Marl, Shale, Etc.
 Main Frame of Steel, "Ball and Socket" Self-aligning Bearings; forged Steel Shaft; Steel Wear Liners; Cage adjustable by hand wheel while Crusher is running.
 No other hammer Crusher has such a big Safety Factor.

Pennsylvania Crusher Co.

New York

PHILADELPHIA

Pittsburg



Duplex Bin Gates

Send for General Catalog number P-20

DELIVERY GATES

Undercut, Overcut, Duplex, Plain or Special

SCREENS

ELEVATORS

Everything for handling Sand, Gravel and Crushed Stone

WELLER MFG. CO., ChicagoDaily Capacity
9000 BarrelsQuality
Quantity
Service**MORE THAN FIFTEEN YEARS OF SATISFACTION**

FOUR PLANTS:

ALPENA, DETROIT, WYANDOTTE and CLEVELAND

HURON and WYANDOTTE

Great Water and Rail Facilities
 Best Serve the Entire Middle West

EVERY BARREL TESTED AND GUARANTEED

SOLD BY THE BEST DEALERS

USED BY THE BEST BUILDERS

Main Offices: 1525 Ford Building, Detroit, Mich.Daily Capacity
9000 BarrelsQuality
Quantity
Service**WHEELING WALL PLASTER CO.**

WHEELING, WEST VIRGINIA

Makers and Wholesalers
of high grade**BUILDING MATERIALS**

and

ROOFING PRODUCTS

Car Loads and Local Shipments

Our Service Will Please You**THE BEST BLAST-HOLE DRILL ON EARTH****THE CYCLONE NO. 14****Not a Boast--A FACT**

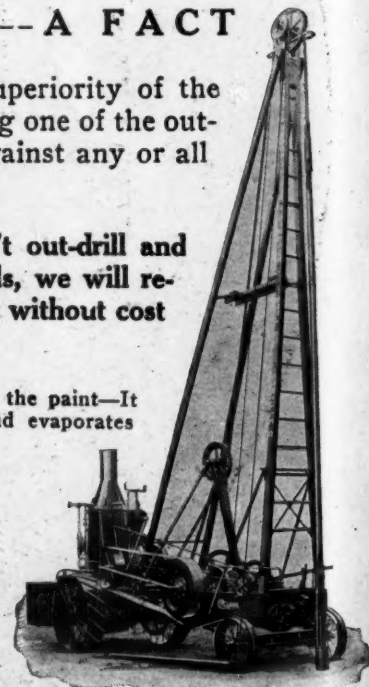
We will prove the superiority of the No. 14 Drill by placing one of the outfits in your quarry against any or all other makes.

If the Cyclone doesn't out-drill and out-wear all other drills, we will remove it from the work without cost to you.

Our proposition gets below the paint--It eliminates talking points and evaporates hot air. It puts buying on a strictly engineering basis where it belongs.

Furnished in Steam, Gasoline, Compressed Air or Electric Power Traction or Non-Traction.

Let Us Send You Full Particulars

**The SANDERSON-CYCLONE DRILL CO.**

ORRVILLE, OHIO

Eastern and Export Office, 50 Church St., NEW YORK, N. Y.

Tell 'em you saw it in ROCK PRODUCTS AND BUILDING MATERIALS

Rock Products^{about} and BUILDING MATERIALS

INCORPORATING DEALERS BUILDING MATERIAL RECORD

Volume XIX.

CHICAGO, ILL., APRIL 7, 1917

Number 11

PUBLISHED SEMI-MONTHLY.

DEVOTED TO

Quarry Products, Cement, Lime, Plaster, Sand and Gravel, Clay Products and Building Specialties—Fireproof Building and Road Construction.

TRADEPRESS PUBLISHING CORPORATION.

538 South Clark Street.

CHICAGO.

Communications on subjects of interest to any branch of the industry are solicited and will be paid for if available.

Every reader is invited to make the office of Rock Products and Building Materials his headquarters while in Chicago.

Editorial and advertising copy should reach this office at least five days preceding publication date.

TERMS OF ANNUAL SUBSCRIPTION.

In the United States and Possessions..... \$2.00

In all other Countries of the Postal Union..... \$2.50

Subscriptions are payable in advance, and in default of written orders to the contrary, are continued at our option.

Advertising rates furnished on application.

Published on the 7th and 22nd of each month.

Entered as second-class matter July 2nd, 1907, at the Postoffice at Chicago, Illinois, under act of March 3rd, 1879.

Announcement

With this issue ROCK PRODUCTS AND BUILDING MATERIALS enters the ownership of the TradePress Publishing Corporation, who have long been cognizant of its high standing; of its reputation for rendering an honest and constructive service; and of the fact that the trade holds it as a friend.

It is a double field that is covered by ROCK PRODUCTS AND BUILDING MATERIALS—there are the producers and the retailers; these two interests dovetail; the welfare of both is conserved by whatever increases the sale of rock products and building materials.

The publishing of a trade journal that is the authority of its field is a responsibility; such a journal is a mirror of the producers and retailers in that field, whose own character and aliveness will be judged and assessed by the look and the service of their authoritative organ.

With a sincere appreciation of the excellent work of the former publishers, we yet venture to promise such further expansion of service to the trade, along with technical and selling lines, as to make the trade proud of its paper. We will not here attempt to indicate in mere words the plans in mind, but prefer to let the work itself speak as succeeding issues appear. We are publishers of other successful trade journals, and while we shall aim high we shall be practical.

We very earnestly ask the help, the co-operation, the friendliness, of everyone in the field.

TRADEPRESS PUBLISHING CORPORATION.
Chicago, April 7, 1917.

War and Business

VERY calmly, utterly without passion, almost coldly as to an unpleasant duty, our country has moved into line with the allies in the fight to preserve democracy, to make the world free. And when the peace treaties are signed it will be found that the German people have loosed the throttle hold of the Hohenzollern upon their throat, there will be a brotherhood of the democracies of the world, and America will have found its soul anew.

It is not required to speak to the people of this business on the virtue of patriotism. There is no sturdier American sentiment anywhere than in the manhood of the rock products trades; there is no field where there is intenser Americanism of personnel and thought.

How will war affect business? And, particularly, the business of our field? Interesting questions, and we think easily answered.

The only business people who are justified in apprehending a bad outlook are the people engaged in making or distributing non-essential things, luxuries.

Those tradesmen who deal in basic things like building supplies have nothing to fear; they may, indeed, look forward to this war-time as their most prosperous period.

Our wars have always meant boom times for business; the country explodes new wells of energy; business proceeds with almost feverish activity; working people have more to spend and they buy freely. In England the people at large are experiencing an unheard of prosperity.

Fortunately the country is protected against any possible money panic by the Federal Reserve law, which, in brief, merely takes the lending burden off the shoulders of ordinary banks.

Probably 1917 will be the best business year in our history; new plants will be built, new houses go up because the people have the money. It is true that labor will be high, but the compensation for that will be high prices, which make trade people prosperous unless they overbuy, and thus find themselves loaded up with stuff at too high prices when the period ends.

There apparently will be no commandeering of plants in our trade by the government, such as will take place in other fields—rubber, automobile, electrical, shipbuilding and the like.

The one fly in the ointment is that it will be a year of excessive taxation. But the taxes will be the fairest kind of taxes, the taxing of incomes and profits, by which you make the money before it is taxed. It is good business for the administration to raise war revenues as we go along, that we may not wallow in a mire of debt when the struggle is over and the reaction is on.

Yes, it will be a good year, in spite of and because of the war. But there is one caution to observe: *Do not get in too deep.* Which means to be conservative in your expansions, to limit the amount of paper you put out; don't try to get rich in one year; don't try to handle all the business of your section. For the one real business danger ahead is that when the war ends a period of reaction will set in; this reaction will probably be short lived, but it may last just long enough to put you on the toboggan, if it finds you with your house not in order, your craft overloaded.

In brief, it is this: Good times ahead; proceed with confidence, but always with an eye to the reaction when the war ends.

WITH YOU and ME

R. O. Gentry, for some years identified with the building industry of Portland, Ore., and Aberdeen, Wash., has located in Seattle, Wash., to engage in the building specialty line.

J. J. Mathews & Co., formerly of the Globe building, Seattle, Wash., have leased a warehouse and office at Terry avenue N. and Mercer street, where they will carry a line of building specialties.

The Great Western Portland Cement Co. of Kansas announce the renewal of their offices to their plant, Mildred, Kan., requesting that all communications be addressed to them at that location in the future.

Harry E. Dennie, of the Imperial Belting Co., formerly located at Salt Lake City, Utah, has been promoted to western manager of the company with offices at 535 Market street, San Francisco, Cal.

E. C. Howard, for a number of years manager of the St. Paul & Tacoma Lumber Co.'s yard at Prosser, Wash., has been transferred to Outlook, Wash. He will be succeeded by A. S. Douglas of Ralston, Wash.

J. Rodgers Flannery was the speaker at the weekly luncheon of the Pittsburgh Builders' Exchange, held on March 31, and presented a very interesting talk on the work of the American Red Cross.

W. L. Dugan, of the firm of Martin & Dugan, Seattle, Wash., is spending a few weeks with his parents at Huntington, W. Va. On his way East Mr. Dugan investigated building conditions through Idaho and Montana.

D. C. Pooler, sales manager of the Washington Portland Cement Co., Seattle, Wash., has left for a couple of months' vacation in the sunny South. His place will be filled by C. P. Watkins, formerly with the Portland Cement Association.

The Worcester, Mass., Builders' Exchange celebrated its twenty-fifth anniversary with a banquet recently. A large number of men turned out for the affair, which was said to be the biggest event of its kind in the history of the Exchange.

The Tum-A-Lum Lumber Co., which operates a string of retail yards through eastern Washington, has recently taken over the yard of A. D. Paterson, at Prosser, and the Morgan Lumber Co., at Toppenish, Wash. At the same time the Morgan Lumber Co. takes over the Tum-A-Lum yard at Zillah, Wash.

The Philip Carey Co. has disposed of its Northwest branch in Seattle, Wash., to the Savage-Scofield Co., for many years prominent building material dealers of Tacoma, Wash. C. R. Watt will remain in Seattle as special representative of the Philip Carey Co. and local manager of the Savage-Scofield Co., while O. E. Tisch, manager of the latter concern, will divide his time between Seattle and Tacoma.

A successful campaign for bringing its new material, Tilebak, before the consuming public, has just been completed by the Barkwill-Farr Co., of Cleveland, Ohio. The campaign took the form of a contest, through paid advertising in the daily newspapers of the city, the requirements being essays upon the merits of the new product. Hundreds of answers were received, and \$285 in prizes, the first prize to be \$100, were awarded. The entire movement cost \$1,000. The winners will be announced through the newspapers later on. Awards were to be made by Franz C. Warner, architect; Stanley L. McMichael, secretary of the Real Estate Board; E. A. Roberts,



E. B. GOOD, JR., GENERAL SALES MANAGER, HERCULES PORTLAND CEMENT CORPORATION.

secretary, The Builders' Exchange; John W. Thompson, contractor, and Louis Schwartzberg, contractor.

F. G. Foster Co., of Hoquiam, Wash., will open a building material office and warehouse at Aberdeen.

Frank Fritsch, Marblehead, Wis., is to be foreman of the Greenleaf Stone Co.'s quarry at Greenleaf, Wis., during the coming season.

Bert J. Graham, vice-president and general manager of the Denison Interlocking Tile Corporation, Cleveland, Ohio, who has been touring the southern part of the state, has returned home.



B. W. KESSEL, DISTRICT SALES MANAGER, LEHIGH PORTLAND CEMENT CO.

B. W. Kessel, formerly salesman in the Cleveland district for the Lehigh Portland Cement Co., has been promoted to district sales manager with headquarters at New Castle, Pa.

W. T. Rossiter, president of the Cleveland Builders' Supply Co., Cleveland, Ohio, and W. A. Fay, of the same organization, have returned home from their trip to Florida and the South.

Perry Quail, president of the Ohio Coal & Supply Co., Cleveland, Ohio, is a manufacturer's agent as well as a dealer. He is marketing with great success, open-mouth sacks as well as valve bag sacks, and has to date many satisfied customers, such as the Universal Portland Cement Co., Alpha Portland Cement Co., Diamond Portland Cement Co., Coplay Cement Manufacturing Co., and many others. Many have stated that it is the sack of today.

METAL LATH HEADQUARTERS IN CLEVELAND.

Announcement has just been made by the publicity bureau of the Associated Metal Lath Manufacturers, that their offices have been moved from Chicago to room 901 Swetland building, Cleveland, Ohio, and that Zenas W. Carter, formerly of Boston, has been appointed commissioner, to supervise all their publicity, promotion and investigation from the Cleveland office.

Mr. Zenas W. Carter has been manager for manufacturers' associations for the past ten years, directing co-operative publicity and promotion work between manufacturers, distributors and consumers. He was the first general secretary of the Electric Development Association when it was incorporated in New England, and he has managed the publicity and field promotion and investigation work of the Granite Paving Block Manufacturers' Association of the United States since their organization two and one-half years ago.

Among the plans of the Metal Lath Association which are yet in the embryo is a co-operative national campaign of publicity which will be developed by the Council of Advertising Managers of the member companies, which council is an active part of the publicity bureau of the manufacturers' organization, although the publicity bureau proper includes officials and sales managers of the companies interested. Their plans cover a series of extensive and exhaustive tests of the fire resistance properties of metal lath, its use in fire retarding construction, the exploitation to architects and the public of the saving in space which can be affected through the use of this material, its vermin and rodent proofness; investigation and assistance in the revision of building codes of cities so that metal lath will receive its proper recognition by city officials and engineers, and a co-operative movement in the distributing centers of the United States seeking to develop co-operative promotion work on the part of the jobbers and large distributors of metal lath.

The advertising managers who comprise the advertising council of the publicity bureau of the Associated Metal Lath Manufacturers are:

C. O. Powell (president), Northwestern Expanded Metal Co.

S. E. Feckheimer, Trussed Concrete Steel Co.

R. M. Nicholson, Berger Manufacturing Co.

C. M. Stewart, Consolidated Expanded Metal Co.

L. E. Fisher, General Fireproofing Co.

L. J. Rouleau, Penn Metal Co.

F. E. Erickson, Milwaukee Corrugating Co.

Wm. Geo. Lane (secretary), the Bostwick Steel Lath Co.

Zenas W. Carter, Commissioner.

The Julian Armstrong Bureau of Related Industries will continue its special work for the Associated Metal Lath Manufacturers.

The RETAILER

100 Per Cent Efficiency With the Telephone

Card Index and Frequent Phone Calls Bring Business to New York Dealer.

BY PAUL D. VAN VLIET.

Publicity Manager, Universal Portland Cement Co., Chicago.

As I dropped into his office last spring, Dealer Smith (though that is not his name) was 'phoning to a farmer customer. I overheard the following:

"Dugan, you told me last September that you were not going to do anything about your cream separator until spring, when the cows freshened up. Spring is here. Since I talked to you about separators I found an even better one. It's the best machine on the market. It skims as close as a razor and it's the easiest to clean that I've ever seen get."

Pause.
"How did I know you were ready now? Why I've got a card for every one of my customers that tells the story. I've got yours right before me. Next month I'm going to ask you about painting the barn. That's when you said you'd be ready. I won't bother you about it today unless you want it done earlier, but the cream separator you want right now and I know it."

Pause.
"How much? O, the price is reasonable and when you see it you'll want it. Drop in the first time you come to town and look it over. I know you will be thoroughly satisfied. I've got several on the floor now and I'm going to reserve one for you."

Pause.
"All right, Dugan, I'll see you this afternoon. I'll be here."

I wish I could have stayed to watch the sale to Dugan, but later the dealer told me that it took just fifteen minutes to close the deal. I asked him if he went after all his trade that way.

"Sure! The best thing I ever started was my card index of customers. I have a 5"x7" card made out for every one of them. It tells the acreage, principal crops, the kind of implements that will probably be needed in the next year, the proposed buildings that will make the farm up-to-date, the make of his automobile, his credit record with me and lots of other facts that I will want some day when the time is ripe to close a deal.

"Across the top of the card are initials of all the various implements and materials that customers may buy. If a prospect is likely to want a cultivator, a blue tab goes at the proper point on

the card. There are other marks on the card, dividing it up by months. I want to talk to that cultivator prospect in May, so a yellow marker goes on the card in the May column.

"Now see what this does for me. A cultivator salesman comes around and shows me a machine that is so much better than those I have been using that I know it will take with the trade. I look through my cards, just skimming over the top, and pick out every card of a cultivator prospect. Then I get busy with the telephone and ask every possible buyer to come in and look it over. I can get a close line on how many cultivators I will need during the season by this first talk.

"Every month, too, I look over the card, spotting the yellow markers for that month. I pull out the cards and find that ten or twenty different prospects are going to be in the market for cement, lumber, hardware or implements. It saves me the labor of remembering when all of these possible sales are likely to come to a head. It's down on the card in black and white. Again, I get busy with the telephone. If it's a big deal, I drive out, but generally a phone call is enough. If Farmer Jones is a little grouchy that morning I just wish him good luck and try later when he is in a better mood.

"This gets me in touch with every prospect in my district. I've got the bulge on my competitors who haven't the slightest idea when Jones is going to need lumber or cement for his new barn or when he wants to invest in a separator. If it weren't for the telephone I couldn't work it. About half of the deal I close with its help.

"There's another feature about my system that makes it well worth while. My customers appreciate my personal interest in what they're doing. For instance, I jotted down on one man's card that he was making a careful estimate of tire expenses and the next time I opened with, 'Jeff, how's your tire mileage? Are you going to get a rebate from the tire people or are the tires standing the racket?'

"Jefferson was proud of the record he had made. He felt that careful driving was giving results and he had a mileage record to be proud of. Naturally

he was glad to tell about it. We spent about five minutes chatting on tire mileage before we got down to business. Then I sold him, easily, because he was in just the right frame of mind to buy.

"I don't know which is worth more to me, my card index system or my telephone. The combination gets results."

PEORIA FIRM DOUBLES ITS YARD.

Peoria, Ill., soon will have one of the best and most modern equipped yards for the handling of building materials and coal in that part of the state. It is that of the Faber-Musser Co., at the foot of Edmund street.

The yards of the building material firm, which extend along lower Water street, at the foot of Edmund street, have been doubled in size and property fronting on South Washington street has been purchased for the installation of a new coal yard. Overhead track systems to facilitate the handling of building materials and coal in the Faber-Musser yards, are being built to cover the entire yard.

It will be possible for the firm to handle as many as twenty carloads of coal at once when the new hopper system, now under construction, is completed. Loaded cars of coal will be switched up long inclines into the Faber-Musser yards, and emptied into the hoppers. From the hoppers but a few minutes time will be required to load a waiting auto truck beneath with from two to three tons of coal.

The Faber-Musser Co. is also building the largest warehouse of its kind in central Illinois for the storage of cement, plaster and other building materials. A new two-story office building, which faces on Edmund street, is also being erected. The firm expects to have its new plant in complete operation by May 1.

The Faber-Musser Co. was organized and launched into the Peoria business world four years ago by Fred Faber and William Musser. They adopted a business policy, real service to their patrons. They made "Famuss" Service really "famous." The building public responded quickly to the "Famuss" service method of handling its orders for building materials. The new firm soon had a large volume or the city's business to its credit and before it was two years old it was necessary to double the yards in size and to increase its facilities. The present extension increases the first expansion two fold.

The remarkable success of the Faber-Musser Co. has been attributed in part to the consistent advertising policy the company has pursued.

SAN FRANCISCO'S NEW SCHOOLS.

The education, parks and playground committee of the board of supervisors is working on a plan, which, if successful, will mean the spending of more than \$7,000,000 in school buildings in the present year. The needs of the city school system, as outlined by the board of education, are divided into five classes: Additions to twenty-five present sites and buildings, thirteen old buildings to be torn down and replaced by new structures, the purchase of land and the erection of twelve elementary schools, additions to two present high schools and the erection of another and miscellaneous building and improvements to cost about \$813,400. The board of education will also ask for \$250,000 for the erection of a new Monroe school in addition to funds for the erection of a new ungraded primary school for defectives.

H. Peterson & Sons, have sold their yard at Potter, Neb., to Gus Prestagaard and F. D. James. The new firm will be known as the F. D. James Lumber Co.

R. L. Avery, formerly of Malone Avery Co., Red Cloud, Neb., has purchased the Cokman & Diller retail yard at Diller, Neb.



HOW DID I KNOW YOU WERE READY? WHY, I'VE GOT A CARD FOR EVERY ONE.

A Look Into the Southland.

While journeying in the Southland, endeavoring to get a little golf and under the excuse of getting away from the cold winds of the lake, we visited some of the principal dealers, including W. W. Fischer and Secretary Fry of the Fischer Lime and Cement Co., Memphis, Tenn. It was on one of those sunny days that kept the order clerks mighty busy; the fact is it was the best day they had had this year and in checking over their invoices and getting out the same that night it looked like half a dozen departments of Marshall Field & Co., of Chicago, and indicated that the prosperity that landed in the Memphis territory the past year has been stored up for building purposes this spring.

We also had a look into one of the finest warehouses in the United States owned by this company, under the guidance of Brother Fry, and have to admit if every builders' supply dealer had as systematic a method for handling material as this company it would mean much to the prosperity of the industry. Messrs. Fischer and Fry left that night to look over some limestone property, as they are about to purchase and operate two of the best lime plants in the South. The present scope of business of this concern necessitates a guarantee of the supply of lime and this is the method they have had to adopt in order to keep up-to-date and aggressively take care of their wholesale and retail trade in building materials.

In speaking of organization in the South, Mr. Fischer stated he was very much in favor of the program suggested by ROCK PRODUCTS AND BUILDING MATERIALS for a strongly organized Southland whereby an exchange of information between the dealers in various groups, when worked out, would put the business on the same solid basis and make it possible for better co-operation on road building and community development in other lines for the benefit of the whole craft.

While in New Orleans we were, as usual, the guests of J. J. Voelkel of the J. J. Clarke Co., who by the way is one of the most hospitable members in the building material business and we doubt if you could match him. Their trade is opening up very well. While in that city we happened to be the guest also with E. A. Foster of the Samuel Cabot Co., Inc., Boston, Mass., of the Jahnecke boys. Believe me, with these gentlemen to guide one about, you can see the land of promise and almost into heaven. Foster had been spending some time with his regiment in Texas and was just on his way back to Dallas to report and leave the service at least temporarily. His trip to the Southland was productive of good business. The only trouble with the Cabot firm is that it is too busy to supply orders, although Foster as usual is stirring around among his agents and is at present on the way to Alaska or some other Northern port.

We also met one of the active boys in the field of the U. S. Gypsum Co.—our friend, Thomas—who was making a tour of the firm's well known dealer agents in the South.

J. J. Voelkel, in speaking of the spring opening, said that things were just beginning to take on new life and he was very much encouraged with the outlook for a good volume of business; the advanced price of line and indication of new construction and constant advance of wall plaster material kept him pretty close to the office. Lime had just advanced ten cents a barrel the day we arrived.

The Jahnecke boys were all busy. Commodore Ernest is spending a lot of his time with the Chamber of Commerce, having been acting as president of that body. Of course, the opening of spring will probably necessitate his watching more closely the big sand and gravel business which they operate. They have a big fleet of sand boats and deliver the largest tonnage of sand and gravel in the South. Walter Jahnecke is very earnest in his appreciation of the need for more associations in the South and favored the organization of the Louisiana and Mississippi retailers. He was active in the promotion of the movement which will shortly mean a good organization in these states. He was looking at the commercial situation very keenly because of the abnormal conditions prevailing and felt inclined to believe that even war with Germany or the breaking up of the present economic conditions was some time off and, therefore, owing to the prosperity pre-

vailing in Louisiana, the New Orleans building material business seemed very good.

We had the pleasure of being his guest at the wonderful new country club at New Orleans. As we roamed over the links trying to keep the ball from going over the fence in competition with a northeast wind, we were reminded of the old race course which used to occupy this spot. The present links are wonderful; the club house is beautiful. The grounds are excellent with some mighty tricky holes, although it is on the flat and the bunkers were not as serious as some other courses to retard your progress towards bogey scores, but the only man we could get to really give us any exercise on the New Orleans course was our friend, C. N. Wiley, of the Standard Portland Cement Co., Birmingham, Ala., who had not played since the Spanish-American war, but his long legs and terrific drives made him a candidate for the bogey class—that is about July 11.

Harry Michel of the Salmen Brick & Lumber Co. has his sleeves rolled up and is kept pretty busy in both the lumber and building material lines, because of the opening up of trade. He, too, favored more organization in the South and was glad to see the co-operation that was being injected as the keystone for better and more systematic handling of building materials.

R. A. Thompson, president of the local builders' supply association, was somewhat under the weather while we were in New Orleans, but managed to preside over the initial meeting of the Louisiana and Mississippi Dealers' Association and allowed that it was time for the dealers in the South to realize the desirability of frankly discussing their business problems one with the other, and endeavoring to improve the condition of the business. He was encouraged to believe that 1917 business would be good and they were preparing their fleet for sand and gravel operations and checking up closely on the local building material business. He will in the future have more to say to the building material trade, because of his connection with the new association which was born last month.

Allen Tupper, one of the pioneers in the Southern building material trade at New Orleans, encouraged the organization and favored making considerable effort to get the local dealers in the states to attend these meetings and co-operate for better investment of the \$7,000,000 that has been voted for road building in the city this year.

H. Ball Bowers of the Carolina Portland Cement Co., took us riding in his "flivver." C. N. Wiley and the writer hung on by our eye-brows but arrived at the club O. K., and, believe me, it is some ship. He believes in organization and is well pleased with the local trade in that section.

Mobile, Ala., is making some effort to work things up to get more life in the business future of that city, owing to the splendid natural conditions which would make it a great port as well as a shipping point and naturally the building material dealers are doing their part.

Paul Dana and his father, Capt. A. C. Dana, of the Mobile Coal Co., are participants in every effort for the progress of that city. The captain has been, for forty years past, and is still looking over the movements for bigger things.

While in Birmingham we were certainly gratified to spend some time with J. R. McCants, sales manager of the Standard Portland Cement Co. They are adding to their equipment which will mean over 2,000 barrels a day by the addition of a 125-foot kiln, a rearrangement of their plant, especially in the shipping and weighing departments, for it is only a short time until they expect to build a big warehouse to take care of the surplus finished cement. Their plant is admirably located for operating, owing to the closeness of the mill with the limestone and clay deposits. They have been grinding some wonderful cement. McCants admits the allegation but it is a sad thing with him that their nearly 1,000,000 barrels annual production will hardly take care of the needs of their customers this year, the cement situation being very acute owing to the lack of cars which has delayed practically every shipment in the past six months.

T. A. Wootin of the Union Springs Lumber Co., Union Springs, Ala., is a very enthusiastic association man and it seems the influence that will come out of this organization will help build up Alabama locally and bring about a co-operative spirit which will insure the better conduct of their business. He

said "Now-a-days we handle about everything in building materials that goes into a house, and we should have some protection in liens and a better exchange of ideas between dealers who cater to the contractor who goes from place to place and further advancing our methods of doing business by always knowing how much it costs. We are anxious to do everything possible to promote this association work and you can count on us." This is the same spirit expressed in every section in the south.

H. M. Curtis of the Dixie Portland Cement Co., Chattanooga, Tenn., sympathized with the movement for better organization in the South, as do Presidents Dick Hardy and Sales Manager E. H. Dalbe. Curtis has been out in the field talking things over with the various dealers. He let them know the real situation in the mills, owing to inability to fill all orders received and said the dealers generally were very much interested in the new methods of doing business based on a cost system and fostering all the new industries for the utilization of cement.

Harry Blanchard of the Coosa Portland Cement Co., of Birmingham, is the fastest chauffeur operating a Ford in the Southland. He got his wires crossed the other night and almost scared the ROCK PRODUCTS AND BUILDING MATERIALS' man to death, but with Blanchard as the host we are even willing to face death. We came in from looking over the works out at Leeds the other day and Harry needed cement so bad that he combated with McCants for a half hour to buy the residue of the dust that we carried away from their grinding department. Harry said he was receiving a lot of cars lately and wanted to know why he could not get two million barrels out of that plant of theirs in order to meet the conditions. We admitted it would be very nice but what is the use if you cannot get any more cars? "If there is some way to put a stop watch on orders and permit me to go fishing down in Florida it would be very pleasant, but of course with the present abnormal business conditions in Southland it takes about all my time trying to be as nice as possible to our customers," said Blanchard. If anybody can receive any better treatment in any part of the world than you get at Birmingham, if Blanchard, McCants, Wiley Snead, Adams of the Longview Lime and other Southern gentlemen are in town, we would like to know their names and where the town is. J. J. Voelkel and the writer had a taste of how good hearted they are in this big iron berg and will testify.

Col. Thomas, one of the pioneers in the hardware and builders' supply business in New Orleans, who has been for many years active in association work and encourages the local association in the states of Alabama and East Tennessee, promised at the next meeting to aid in a discussion on the cost of doing business, as he believes they had the experience necessary to know more than others and he would always be glad to exchange information on this subject.

NEW RETAIL INCORPORATIONS.

The Defnet & Jageron Supply Co., Neenah, Wis., capital \$25,000, will conduct a lumber, building and fuel supply business.

Maumee Fuel & Supply Co., Toledo, Ohio; capital, \$20,000; incorporators, Martin Timm, Henry Stephens, W. P. Stevens, Ralph Palmer and George S. Moss.

The Southern Building & Supply Co., Lexington, Ky.; capital, \$20,000; incorporators, W. T. Congleton, F. E. Kurzenknabe, J. E. Stone and others; and will handle a general line of supplies and do a general contracting business.

The Jenkins-Essex Lumber Co., Elizabethtown, Ky., which recently took over plants at Vine Grove, Ky., and at Glendale, Ky., is now carrying full lines of building materials at both of the branches.

J. F. Green and Lee Marks, doing business as the Green-Marks Concrete Co., Hazard, Ky., have dissolved partnership, and the business will be continued by Lee Marks.

The McArthur-Hanger Co., Seabree, Ky., recently overloaded a new barge with 350 yards of stone at the Colthary Quarry, on the Green river, causing the barge to sink in deep water. Loading was being made for the work on Dam 48, on the Ohio near Henderson, Ky.

Retailers' Association News

Edward K. Cormack, President, National Builders' Supply Association, Chicago, Ill.
 Charles M. Kelly, President, New England Builders' Supply Association, Providence, R. I.
 Frank H. Genung, President, Mason Material Dealers' Association of New Jersey, Newark, N. J.
 W. O. Holst, President, Ohio Builders' Supply Association, Toledo, O.
 B. L. Grove, President, Del-Mar-Col Building Material Dealers' Association, Washington, D. C.
 C. A. Short, President, W. Va. Lumber and Builders' Supply Dealers' Assn., Shinnston, W. Va.
 Geo. F. Erich, President, Building Material Dealers' Assn. of Eastern Pennsylvania, Allentown, Pa.
 J. A. Mahlstadt, President, Building Material Dealers' Association of Westchester County, N. Y., New Rochelle, N. Y.
 Edwin Schmidt, President, Long Island Coal & Building Material Dealers' Association, Mineola, N. Y.
 M. T. Bannigan, President, New York State Builders' Supply Dealers' Association, Utica, N. Y.

New Jersey Retailers Energetic Association Men

As reported in the last issue of ROCK PRODUCTS AND BUILDING MATERIALS, the thirteenth annual meeting and banquet of the Mason Material Dealers' Association of New Jersey was held at the Hotel McAlpin, New York City, on Thursday, March 15. A large number of interesting papers were read and some interesting discussions were indulged in by the retailers and the manufacturers' representatives. These discussions were enlivened by the enthusiasm of the men taking part. New Jersey dealers are aggressive. When they start after an improvement in conditions, they usually finish victorious. With this faith in their cause, they naturally assail their problems in an energetic manner.

There were two sessions at the annual meeting—an executive session for dealers only and an open or joint meeting of dealers and manufacturers. President Frank H. Genung opened the convention with one of his characteristic talks. He said, in part:

Our association is 13 years young and just as full of fight as ever. We are a parent organization and are naturally proud of our offspring, some of whom no doubt look upon their forebears with the indulgence children show the old, old folks. Perhaps we are old-fashioned, but it must be remembered that those who came after were not hampered by traditions; did not have to blaze the trail, but entered upon the highway of association work with most of the rough places made smooth for their going. This is simply a matter of evolution. What was considered wonderful thirteen years ago is commonplace today; what we consider possible a decade hence will probably be a reality then.

We are living in an age of intensiveness and associations as well as individuals must operate intensively if they would be in the front ranks of progressiveness. Action is necessary to life, and in my judgment one had better be fighting in a lost cause, that is right, than not fighting at all. This association has the reputation for, at least, starting things and that reputation must be sustained. We have not outlived our usefulness; in fact, are just in the prime of life, with our work only started and we must continue to do and dare.

A year ago we were praying to the cement manufacturers for a ten-cent differential; today we have it. It was not all we wanted and is not all we want now. We want the cement manufacturers and all manufacturers to sell dealers only and we do not intend to stop wanting until that plan is a reality. Our association was organized for that purpose and we must not lose sight of that fact. The manufacturer professes the most ardent love for the dealers; don't want to sell anybody

else, yet keeps right on making love to our customers; why?

Because the manufacturer is selfish; because he wants to "hog it" and lacks entirely the spirit of reciprocity. There is always 100 per cent business to be done, but one manufacturer must not expect to do 98 per cent of it with all the dealers everywhere. Freight rates, quality of goods, salesmanship put one manufacturer in strong in a certain locality. He is good there and is not interested in the dealer's customers. In another locality some other manufacturer is selling the dealer under like conditions and the dealer has no desire to change, consequently the manufacturer who is not in strong in that locality must upset things by quoting direct to the consumer and falling back on the plea, when caught, that no dealer would handle his goods. No dealer can handle every make of goods and should not be expected to. One manufacturer should respect the rights of another manufacturer and it is our business to make him do it, or we are not attending to our business properly. I consider we are to blame somewhat for this condition.

I want to read you a clause in our constitution:

The object of the association shall be to direct the influence of its membership in such way as to discourage competition by manufacturers or wholesale dealers for the trade of the consumer, and to advocate the adoption by the trade of the policy to "sell through the dealers only."

In my humble opinion that clause should be amended at once by striking out "through." The word "through" implies something beyond and there should be nothing beyond the dealer of interest to the manufacturer.

Thirteen years ago there may have been some reason for a provision for selling through the dealer. There were not so many dealers then and some localities inaccessible to the nearest, but that is not the excuse today. Good roads and automobiles bring every job within the range of some dealer and that dealer will sell the goods if left alone.

Again, in our constitution under the caption "Declaration of Objects and Purposes—Rule 1":

The retail dealers claim they are entitled to protection from the manufacturers and wholesaler, and that all quotations to other than dealers should be at a reasonable advance over prices quoted to local dealers, and whenever an arrangement can be made with a local dealer to handle and look after the proper delivery of the materials this difference should be paid to such dealer, with a proper allowance for cartage or other service.

In my judgment that whole clause should be stricken out and a modern idea substituted. We are not in the draying business and do not want it left to the manufacturer to determine what a proper advance over our price should be. We are fully capable of fixing the price. Let me give you a few illustrations of "reason-

able advances" fixed by the manufacturers:

4" plaster block—8%.
 4" T. C. partition—7%.
 Cement—.05%.
 Common hydrate—11%.
 Finish hydrate—8.8%.
 Sewer pipe—8%.
 Wall plaster—8½%.

Our average overhead is about 18 per cent. How are we to continue in business if we are going to be sold "through"? The situation is getting more acute every day and we invite it. We have enough associate members today to supply our every need, who will gladly "sign up with the dealer" only and they are only waiting for us to act.

Have we enough of the pioneer spirit left to blaze the trail? Do you want all your sales put upon a differential basis fixed by a manufacturer? Cannot we go on record in 1917 as declaring our independence and buy goods from those who stick to us and who leave our customers alone? I would like to see a resolution adopted today calling for a change in our constitution, absolutely cutting our direct sales. Is there a member here with enough of the spirit of 1776 in him to offer such a resolution?

In response to Mr. Genung's challenge, the following resolution was presented and adopted:

The retail dealers claim they are entitled to protection from the manufacturer and wholesaler, and that no quotations to others than dealers should be made, except the work is so located so that it is impossible for any dealer to handle the sale.

Morton T. Brewster of Ridgefield Park, N. J., gave a practical talk on cost accounting under the subject, "The Expense of Doing Business—How it Affects Profits." This paper will appear in a later issue of this journal.

"The Influence of Local Associations" was the subject of an address by Elmer Blauvelt of Hackensack, in which he told of the advantages of getting better acquainted with competitors. He quoted some interesting association experiences that have taken place in his city.

N. W. Clayton of South River, N. J., spoke on active coöperation between manufacturers and retailers, urging the dealers to work for the welfare of the producer as well as to expect the manufacturer to favor the dealer. The subject was discussed under the title, "Why Dealers Should Make Prices Without Interference from Manufacturers."

The Open Session.

President Genung called the general meeting of manufacturers and dealers at four o'clock, by calling attention to the subjects to be discussed and asking a generous response on the part of those present. Speaking to the question, "Do You Think a Manufacturer Can at Any Time Feel Justified in Becoming a Competitor with His Own Customers?" he said:

There may be an affirmative side to this question and perhaps somebody here can point it out. The phrase "with his own customer" presupposes a cordial relationship existing between the manufacturer and retailer. It certainly does in the retail business and the retailer will go to almost any extreme before he will do anything that his customer might construe as unfriendly or unfair.

If the retailer does something that takes money out of the pocket of his customer, how long will that retailer hold his trade with that customer? How can it be different with the manufacturer or wholesaler and the retailer.

The manufacturers' representatives took an active part in this discussion, in practically all cases agreeing with the retailers. A few, however, illustrated experiences in which they thought that inasmuch as the manufacturer was not receiving proper treatment, he was justified, in a measure, to sell direct. The consensus of opinion was to the effect that sales through the channel was at all times preferable. Among those who spoke on this question were B. L. Sweet, of the Lehigh Portland Cement Co.; J. C. Sequine, J. B. King & Co., and J. B. Van Dever, Nazareth Portland Cement Co. Letters were read which had been written by S. S. Jenkins, Samson Plaster Board Co., and S. F. Bartlett, United States Gypsum Co.

"The Relation Between Manufacturers and Retailers" was a subject introduced by President Genung, when he said:

We will all agree that the relationship between manufacturers and retailers is that of dependants. One cannot get along without the other. In some respects this relationship is not unlike the marriage state. The union will be anything but pleasant if a spirit of fairness is not shown by both parties. Interference with each other's rights will always breed discord. The manufacturer should always have a decided preference for the retailer under all conditions. He certainly should not concede something to the retailer's customer that he would deny the retailer.

I want to call your attention to one concession the cement manufacturer is making the retailer's customer today that is particularly unfair. Please do not lose

(Continued on page 18)



THIRTEENTH ANNUAL BANQUET MASON MATERIAL DEALERS' ASSOCIATION OF NEW JERSEY, HOTEL McALPIN, NEW YORK CITY.

Rousing New York Convention at Rochester

From the sound of the gavel on March 20 to the motion to adjourn on March 22, the annual meeting of the New York State Builders' Supply Association portrayed the "vim, vigor and vitality" of retailers of the empire state. Whether in business session or out sight-seeing, there was "something doing" every minute. The committee in charge of arrangements left no stones unturned in their attempt to make every attendant feel that he "got his money's worth."

One of the early features of the convention was an address by Dr. R. A. Plum, general director of the Trus-Con Laboratories, of Detroit. It is needless to say that Dr. Plum was welcomed by the members of the association. It is a recognized fact that Dr. Plum has given his best efforts to the promotion of association work and dealer harmony. He was given a rousing reception as he took the platform, and the many facts he had to say with reference to the "Following Up of an Inquiry" ought to be of great value to every building material dealer present. He commented to some extent on the association spirit and what it meant to every building material dealer to carry home to his locality that spirit of harmonizing local competition and gradually increasing the efficiency of the state organization. He also stated that many concerns today thought that advertising costs had to be added to the price of any product. In part, he said:

This is not the purpose of advertising. It is a known fact that advertising reduces cost rather than increases it. Advertising is a necessary function of any business. It creates a demand. How can you urge demand without advertising? Of course, direct advertising will lend some influence to this demand, nevertheless, general publicity linked together with the proper amount and kind of direct matter, certainly will have a great bearing upon the future demand and inquiries with reference to any material. If a concern relied entirely on direct matter, no doubt it would increase the price of any product, as the cost would be so high in each individual case. Just consider the Saturday Evening Post, for example. The cost of \$5,000 per page might stagger many concerns, nevertheless, consider that you are reaching two million people. Consider the cost of direct matter in reaching two million people. It is a recognized fact that advertising reduces cost. Take Thermos bottles, for instance, and Steinway grand pianos. You today would be unaware of the Thermos bottle and its many advantages were it not for general publicity. General publicity increases the volume. Therefore, it reduces to no little extent, the cost. The Steinway piano you believe to be the piano for the home, because of no other fact than publicity.

It may be in some instances that non-advertised specialties and products are cheaper, nevertheless, you want the recognized materials that are advertised and have stood the test. Of course, some settled idea with reference to distribution must be made before advancing into such campaigns as described above. That is, every product has to be marketed through its dealer jobber. This advertising is not for the concern in question, but for the dealer himself. The two should be linked together as one, and every inquiry coming to the manufacturer and distributed out amongst its dealers should be given the careful thought and attention as if this dealer were the manufacturer himself.

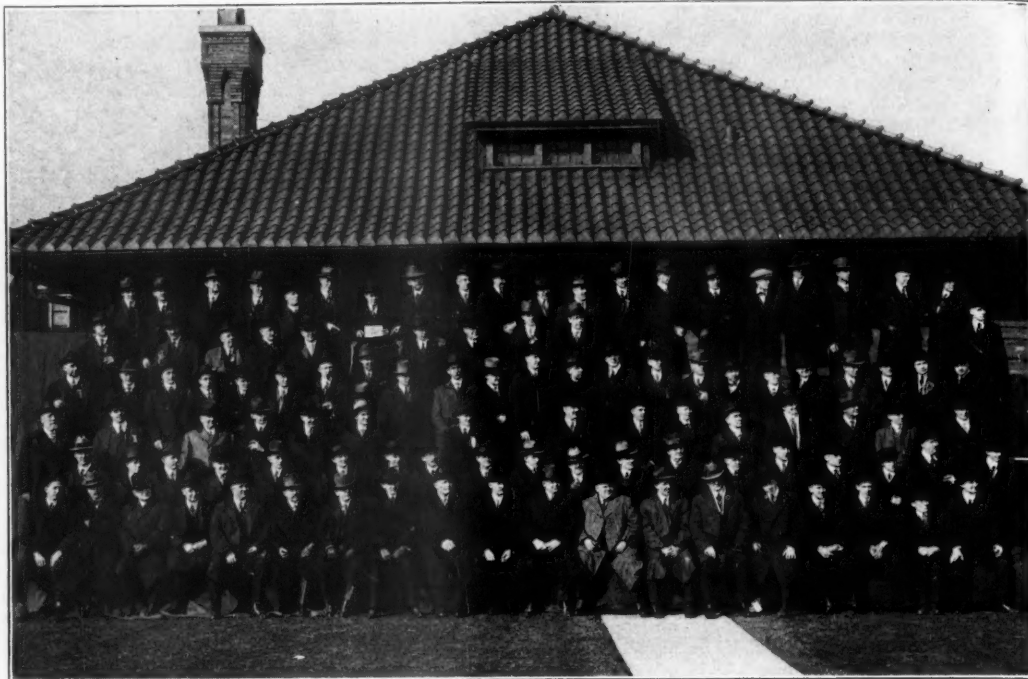
The dealer has an important function to play with reference to an inquiry. An inquiry may cost \$50, yet the dealer may cast it aside as if it were a mere coincidence. The dealer has heretofore expected too easy selling through immediate aid of this advertising. He has not given the advertised product the attention it deserves. He should take that inquiry and give it to the salesman to follow up, that salesman to have complete knowledge of the product in question and that dealer should know the whys and wherefores regarding the sale of that special material. Don't use the phone.

Concentrate and specialize on that particular product manufactured by the concern which is constantly giving you the advantage of inquiries through its progressive advertising campaign. Don't allow your salesman to waiver from his real object in the matter of this sale. As stated above, have him specialize and really find out the reasons for this inquiry and if there is an opportunity of getting this particular product specified.

A dealer must recognize the importance of true salesmanship, and he should carefully educate and drill his men along progressive lines in this real art. In the matter of letters and follow-ups, it is a recognized fact that one letter, two letters, may be three or four letters, are necessary before you can even create so much as a reply.

Too many of us are apt to give up, whereas it should be necessary to rather increase our enthusiasm and punch with each failure. You must take the same interest and care and thought in these matters as the manufacturer himself. The dealer is an important cog in an advertising campaign, in the real results of inquiries. The dealer must respond to this call. He must realize his importance in this great machinery and respond with the proper co-operation. Specialties are important items in every building material dealer's business. He should give special attention to the specialty department, and if possible, have a man devote his entire time to specialties. In this way he will couple up and make the chain complete.

We are living in an age of co-operation and of progressive association work. The manufacturer's and dealer's ideas should harmonize and work in conjunction with each other. The old individual idea is out of date. The call today is to work in hand and together for the betterment of conditions. In any line of business, there is great benefit to be derived from this work of co-operation and association spirit, and I believe that with loyalty, enthusiasm and patriotism instilled into our systems, we can all go home with an improved knowledge with reference



ACTIVE AND ASSOCIATE MEMBERS OF THE NEW YORK ASSOCIATION AT ROCHESTER.

to real furtherance and the necessity of true co-operation.

Charles M. Kelly, president of the New England Builders' Supply Association, addressed the meeting. He is always a welcome visitor and always has a word to say with reference to the many failures of dealers to properly co-operate with the manufacturers. He believes, of course, that manufacturers are at fault once in a while, nevertheless, he thinks this is due, to a great extent, through the failure of dealers to lend the proper attitude of reciprocity.

Louis F. Desmond, of the National Builders' Supply Association, Chicago, Ill., was a visitor and had a few words to say with reference to the district plan of the association and its ideas with reference to a delegate body being formed, composed of presidents of the different organizations, as the National Builders' Supply Association, to take up questions which every association should be interested in. He also stated that the N. B. S. A. had a university at present working out a cost system and that they were gathering data from 1,200 dealers all over the country and were making their deductions from these. He stated that organization is necessary, not only in one state, but in every state and that the union of these organizations was the only effective way.

Hayden S. Gaines, assistant to the president of the Ohio Builders' Supply Association and one of the first advocates of the district plan of organization, also the first man to put this idea into effect, was given a great reception at the New York meeting. Mr. Gaines, it might be stated, has thirty-one districts in the state of Ohio. He started eight months ago with sixty dealers and today has 482 members in his organization. He has been instrumental in harmonizing local competition and really bringing the supply business of Ohio up to a profitable basis.

He related at length some of his first failures, at least he classed them as such, when first taking up this work. One he specially cited at Terre Haute, Ind., where there were eleven dealers and none would join in the idea. Nevertheless, later on, they all came into the fold. Mr. Gaines has been in organization work for many years. He is an expert in his line of endeavor. He is recognized as such. His name is on the lips of every building supply

association in the country, because he has done more to really solve the problem of organization than any other man in the building supply industry today.

The officers for the coming year were unanimously elected exactly as suggested by the nominating committee, which consisted of W. K. Squire, J. L. Hughes and Ed. Warring. The officers are:

M. T. Bannigan, McQuade & Bannigan, Utica, president.

E. J. Briel, Albany, secretary.

Vice-Presidents—

Henry Schaefer, Jr., Globe Plaster Co., Buffalo.
James P. Drake, Elmira Builders' Supply Co., Elmira.

F. P. Farrell, J. B. Farwell & Co., Oswego.

E. W. Ladd, Albany.

R. G. Pratt, Binghamton.

Directors—

J. W. Ballard, J. W. Ballard & Co., Binghamton.

J. H. Beard, Geneva.

C. K. Bennett, Norwich.

Geo. W. Agan, Gerwig & Agin, Herkimer.

J. Linn Hughes, American Hard Wall Plaster Co., Utica.

F. W. Ives, Ives Ice & Coal Co., North Tonawanda.

Geo. Lauer, Rochester.

John P. McCarthy, McCarthy Bros., Auburn.

W. L. Pratt, Massena.

Emil Hanson, Syracuse.

J. P. VanDervoort, VanDervoort Supply Co., Jamestown.

H. C. Whitmore, C. B. Whitmore Company, Lockport.

On Wednesday afternoon chartered street cars were had for conveying the association body to the Mandery yards and office of the American Clay & Cement Corporation. This was a very interesting trip, and a hearty reception was given to every member and associate member of the association.

Every detail of the yard, including the economy of the lay-out, was gone into by the members of the company in behalf of the visiting dealers. Back of the office they had arranged a platform for the picture of the association. After this was over they escorted them in an inspection of the system and yard lay-out of the company.

After the meeting was adjourned Thursday afternoon, the executive committee met for the purpose of electing for the coming year a secretary. They believed it was not necessary to have both a secretary and a field secretary, so they decided to elect only one, Thomas E. Wright, Webster, N. Y.

Mr. Wright has probably given as much of his time to promoting the interests of the New York State Dealers' Association as any other man. We need not to comment upon him nor his connections, because of the fact that everyone as well as we believe he has given his true and honest efforts to his work as field secretary. As secretary of the associa-

tion, we feel that the executive committee could not have picked a man of higher character, higher aims, higher ideals, than Mr. Wright. We know that under his able management the association will progress rapidly and with great success.

M. T. Bannigan, as president, is another man who needs no introduction, whatsoever. He has served the past year and given to the association his very best efforts, and it is a very wise move, inasmuch as there are many important objects of the association still in the embryo stage, to urge Mr. Bannigan to continue for the coming year. Mr. Bannigan, on being unanimously elected to again hold the gavel the coming year, accepted because his heart and soul were in the work, without selfish motive, and to further increase and amalgamate the dealers' association into an effective body.

The banquet was a wonderful affair. Mr. Schaefer of the Globe Plaster Co. of Buffalo was toastmaster. John Maher, president of the American Clay and Cement Corporation of Rochester, presented to M. T. Bannigan, president, and Thomas E. Wright, secretary, for services given the association and to show the association's appreciation of these efforts, very attractive traveling bags for their future good work. Mr. Schaefer was presented with a loving cup for acquiring more new members during the past year in his district than any other. He was ably assisted by Mr. VanDervoort of the VanDervoort Supply Co. of Jamestown and Mr. Childs of the Crescent Portland Cement Co. The speaker of the evening was Ellis L. Howland of the Journal of Commerce and Commercial Bulletin, 32 Broadway, New York. Mr. Howland spoke highly of the association spirit and association work as an institution for the success of any given industry. He also went into the topics of the day, that is, the situation of this country with reference to the warring nations abroad.

On Wednesday evening a smoker was held and cabaret entertainment was given and very interesting moving pictures were shown by the Kelly Island Lime & Transport Co., which were a great success. All this was donated by the associate members and manufacturers. It was a very gay and festive evening and everybody had a bully good time.

Harold M. Scott, assistant to the president and manager of sales of the Edison Portland Cement Co., New York City, delivered his address on "He Profits Most Who Serves Best." This address had previously been given before two other associations, and in each instance was well received. At the New York meeting it started an interesting discussion and brought forth many plans and suggestions.

"Why Is a Contractor-Dealer?" was a subject which brought forth discussion, by Thomas E. Wright. There may be conflicting ideas, but the association seems unanimous in an attempt to definitely define a dealer. As the constitution and by-laws are being corrected it was left to the executive committee to handle this question.

J. L. Medler, of the Atlas Portland Cement Co., delivered a lecture on "Credits." A sharp discussion followed and many questions were asked relative to the handling of credits.

J. Linn Hughes, of the American Hard Wall Plaster Co., Utica, N. Y., read an excellent paper on "Costs and Systems." His paper will appear in a later issue of this journal.

At the Rochester meeting of the New York Builders' Supply Dealers' Association, they discussed at length the advisability of continuing their quarterly booklet called "Building Supplies," edited by T. E. Wright, field secretary of the association. Some suggested that this be made a monthly and supported by the advertising of manufacturers, which would be solicited. The advisability of this was somewhat questioned, nevertheless, it was placed before the executive committee to decide. The executive committee also stated before decision was made, that they would advise on the subject with ROCK PRODUCTS AND BUILDING MATERIALS.

The Pauley Lumber Co., of Lincoln, Neb., has purchased the yard of W. T. Barstow, Beaver Crossing, Neb. John Allen will be manager.

The Wilson-Walter Co., building materials, Green Bay, Wis., has increased its capital stock from \$30,000 to \$40,000.

Eastern Pennsylvania Holds Third Annual

The third annual convention of the Building Material Dealers' Association of Eastern Pennsylvania was held at the Hotel Walton, Philadelphia, Pa., on Thursday, March 15, with a splendid attendance.

The morning session opened at 10:30 a. m., when President George F. Erich gave an address of welcome. He said, in part:

I am indeed glad to have the representation that we have this morning. It shows some interest in the Building Material Dealers' Association. Your officers and executive committee, I think, have one of the best programs that we have had since the existence of this association.

I wish to state that at this meeting our treasurer's report will show you that we are financially in condition to elect a paid secretary, who will devote his entire time to this work.

Successful organization work is not built upon individual consideration. It is not a question of direct benefit to any one member, but rather collective results for the good of the entire association. As a matter of fact, the man who contributes a large part of his time for the advancement of this work receives no greater benefit than the man who contributes little. It is also true that a man who never contributes time or money, shares equally in whatever benefits are brought about through the unselfish efforts of his fellow men. This proves that organization efforts are not a matter of individual advancement, but rather a joint effort for the common good of all.

The fact that your business demands your entire time indicates that you are a successful and progressive business man. This being the case, you owe it to this association to give it the benefit of your counsel and advice in the solution of its problems. Perhaps you feel that your individual effort is not worth much, which is true by itself, but when you add your might to the influence of others, the result becomes a big factor in shaping conditions in the destinies of the city in which you live and do business. By deliberately cutting off yourself from this co-operative work, you are doing both yourself and your business an injustice and are retarding the legitimate advances of your business. Perhaps our organization has not, in the past, taken advantage of all its opportunities. Perhaps it has failed to do some of the things expected of it, but if we all do as little as some have our association might be out of business tomorrow.

Let us take hold with renewed vigor and greater determination. I know you all realize that if the organization is to fulfill its mission, it is through co-operative and joint action.

After the minutes were read and approved, Treasurer Luther Keller read his report, adding:

I want to commend the members of the association for the manner in which they have paid their dues and the officers for the way in which they have paid the expenses of the association. Mr. Erich, since he has been president, from the time we started a few years ago in Reading, has had a lot of work to do. You realize it has cost us something to make this association what it is, but it has been worth it. I believe the association is beyond its experimental stage and we have a bright future before us. Let everyone of us get back of the association and be boosters and we will have one of the strongest associations in the state.

An auditing committee, consisting of E. L. Merriman, J. A. Leffler and S. Y. Fredericks was then appointed.

Lawrence H. Rupp, of Allentown, spoke on the "Mechanics' Lien Law."

At this point, the president paid a tribute to ROCK PRODUCTS AND BUILDING MATERIALS and introduced Drusus H. Nichols, its representative.

E. L. Merriman, of Scranton, offered the following resolution making provision in the by-laws for the ending of the fiscal year:

Resolved, That the By-Laws be amended as follows: Section 4, Article 1, to read as follows: The fiscal year of this Association shall end Dec. 31 of each year.

The resolution was unanimously adopted.

President Erich then said:

Through the efforts of this association and the New Jersey and New York Associations, the cement manufacturers have finally conceded what we have been working and begging for—a differential of 10 cents per barrel on cement.

The plaster manufacturers were asked as well as many others for a 50-cent differential or a \$1.00-differential on a ton of plaster. It is an accomplished fact that both of these have been brought about.

I attended a meeting in Buffalo a week ago and the question of a differential on hydrated lime was brought up and discussed. I think it will be brought up at the New Jersey meeting today. It was requested that the hydrated lime manufacturers make a differential of \$1.00 a ton between dealers and contractors but they have not conceded this as yet. It was agreed that the secretary of our association be requested to write to the hydrated lime manufacturers and ask them to make a differential of \$1.00 a ton between dealers and consumers.

A motion was duly made and seconded that this be done by the secretary of this association.

"Metal Lath," was the subject of an address by J. O. Fogarty.

At the opening of the afternoon session E. J. Cat-tell, city statistician of Philadelphia, gave an ad-

dress on "Co-operative Competition."

The nominating committee, consisting of W. L. White, J. F. T. Lewis and J. A. Leffler, submitted the following report which was accepted:

In view of the efficient work we have done during the past year by our officers, the nominating committee presents to you the same officers with but two exceptions, the secretary and one of the vice-presidents.

The following are the officers nominated and elected for the ensuing year:

President, George F. Erich.

First vice-president, E. L. Merriman.

Second vice-president, J. S. Tyson.

Third vice-president, O. W. Bennett.

Fourth vice-president, J. A. Green.

Secretary, C. A. Wagner.

Treasurer, Luther Keller.

Executive Committee—H. I. Moyer, J. C. Budding, C. F. Williamson, W. H. Ruggles.

The members then listened to a talk on the subject of "Let Live and Prosper," by Wellington M. Bertolet, of Reading, Pa., secretary of the Pennsylvania Retail Coal Merchants' Association.

After an interesting discussion on "What Can Be Done to Increase Our Membership," the meeting adjourned at 4 p. m.

SOUTHEASTERN DEALERS GET TOGETHER.

At a recent meeting held in Atlanta, Ga., preliminary steps were taken for the formation of an organization of Southeastern dealers. Those in attendance at this meeting were:

W. Jesse Brown, Dixie Portland Cement Co.
Clarence V. Williams, Standard Portland Cement Co.
J. T. de Jarnette, Coosa Portland Cement Co.
H. McRoberts, Truss Construction Laboratories.
Vernon E. Clatt, Ladson Lumber Co.
H. L. Drake, Dickerson-Baker Lumber Co.
H. W. Caldwell, Caldwell Lumber Co.
C. N. Pike, Pike Bros. Lumber Co.
W. H. Murphy, Macon Builders' Supply Co.
K. F. Dunlap, Macon Builders Supply Co.
V. H. Kriegshaber, V. H. Kriegshaber & Son.
C. E. Sciple, Sciple & Son.
J. B. Campbell, R. O. Campbell Coal Co.
P. G. Hanahan, Carolina Portland Cement Co.
J. L. Womack, Fulton Sand & Supply Co.
E. L. Osborne, Kelly Island Lime & Transport Co.
E. H. Defebaugh, ROCK PRODUCTS AND BUILDING MATERIALS.

Every man present believed it desirable to form an association and, on the suggestion of several of the Florida people, as well as the South Carolina dealers, it was proposed to form a Georgia-Florida-South Carolina retail dealers' organization and, at the next meeting organize permanently.

Mr. Defebaugh of ROCK PRODUCTS AND BUILDING MATERIALS talked for some time on what is being done in other sections of the country towards local, state and national organizations and assured those present that it was not only necessary but for the best interests of everybody that they have a local association and that finally they become in a delegate way members of the National Builders' Supply Association with headquarters at Chicago. It is a noticeable fact that manufacturers of cement, plaster and lime, as well as the specialties, are only too willing to help in any way to bring about these organizations, because they recognize a business conducted on an up-to-date basis has its cost system, there is a scientific price which makes it possible for the dealer to make money, which in turn makes him a better credit and more satisfactory customer. Mr. Defebaugh stated, while not authorized to represent any manufacturers individually or collectively, that he had talked so much on the subject with the various prominent operators that he knew the dealer could expect better co-operation from the manufacturers then ever in the history of the trade. That being the case, a good organization in your midst would guarantee that you were holding up the hands of ROCK PRODUCTS AND BUILDING MATERIALS in an association movement generally which would improve the moral as well as the prosperity of the industry.

One of the prominent dealers in the Southland is V. S. Kriegshaber, of the V. H. Kriegshaber & Son, Atlanta, Ga. He was elected temporary chairman, because of his standing in the business, having just retired from the presidency of the Chamber of Commerce and being active in the work of the Builders' Exchange, Rotary Club and other organizations for community building in his state.

J. B. Campbell, of the R. O. Campbell Coal Co.,

was elected temporary secretary. Mr. Campbell is also well equipped to do this work, as he has been a large operator of coal mines as well as doing a building material business. With this regular start, letters were read from John Wyatt, Clearwater, Fla., and F. G. Schilling, of the F. S. Schilling Co., Miami, Fla., showing an interest in the organization, the former hoping to see a joint state organization as was proposed in this local gathering.

Each of the men present injected his willingness to go ahead and form this organization and do all necessary to help assure a good permanent association. The chairman was authorized to appoint an executive committee of five to carry on the association further and report at the next meeting. Plans for credit organizations, exchange of ideas on costs and a number of other matters of vital interest to every man in the trade were discussed and proposed as possible future work in the association.

The future of the business can be guaranteed if the efforts proposed at this gathering are carried out.

P. G. Hanahan, of the Carolina Portland Cement Co. made some very pertinent remarks as to percentages of costs of various retail concerns and he opened the eyes of some of the officers as to the desirability of receiving some information on this subject. Those who do not really keep a regular permanent system for cost keeping are in the dark most of the time and do not know how much it really does cost. Even men who have audit systems at work in their plants have not formed a plan to get at the actual cost for handling materials in and out of the yard, into buildings, deliveries, etc., and to show you there is quite a little difference of opinion, percentages for doing the same kind of business varied 5 to 6 per cent, and then too it got out that many men in the business are not including salary in overhead charges or interest on plant or warehouses, as well as other items which should be included in the cost of doing business.

The session was enthusiastic. Talks were made by W. Jesse Brown, of the Dixie Portland Cement Co., Atlanta, Ga.; H. McRoberts, of the Trus-Con Co., Detroit and Atlanta; C. M. Pike, of Pike Bros. Co., of La Grange, Ga.; Secretary Campbell, W. H. Murphy, of Macon; Charles Scipple, C. N. Wiley, of the Standard Portland Cement Co., and others.

Those of you who live in the territory of the new association may expect any day an invitation to meet the dealers and finish the job of getting this association in motion. Look out for a call from the chairman.

ALABAMA AND TENNESSEE DEALERS TO ORGANIZE.

On Thursday, March 29, a number of dealers, connected with the Alabama trade, attended a little conference as preliminary to the holding of a meeting for a permanent organization in Alabama and East Tennessee. This first session was called by the executive committee selected by the temporary office, W. W. Snead of the Carolina Portland Cement Co., Birmingham, Ala., and W. A. Currie of the Moore-Henley Hardware Co., Birmingham. Those in attendance were:

W. A. Currie, Moore Henley Hardware Co.
C. E. Thomas, Vimberly & Thomas Hardware Co.
J. F. Baldwin, Baldwin Builders' Supply Co.
W. W. Snead, Carolina Portland Cement Co.
Mosely Shugerman, Jefferson Brick Supply Co.
C. L. Meroney, C. L. Meroney & Co., Montevallo, Ala.
T. A. Wooton, Union Springs Lumber Co., Union Springs, Ala.

C. N. Wiley, Standard Portland Cement Co.
J. R. McCants, Standard Portland Cement Co.
H. M. Blanchard, Kirkpatrick Sand & Cement Co.
H. M. Curtis, Dixie Portland Cement Co.
R. F. Thomas, United States Gypsum Co.

The session opened after E. H. Defebaugh urged co-operative effort to bring about better lien laws and a credit system that would protect the dealer against unscrupulous contractors, as well as those who are operating in the dark and, not keeping a thorough cost account, are able to make their bids intelligently on construction work. We bring men together in a town in order to handle local affairs in an intelligent way instead of the old obsolete method of "dog eat dog." The big improvements in roads and streets, as well as general construction work, necessitates more thoughtful consideration of not only the job itself, but the price at which it is to be sold and the result is that those in attendance at this meeting and a number of others, including the principal dealers at Nashville, Montgomery and Mo-

bile and a number of the smaller cities in the state, indicate that there will soon be an Alabama and Eastern Tennessee Builders' Supply Association, which will insure more progress than they have made in the last ten years, although no one can deny that the legitimate dealer has increased in number and influence. With improved credits brought about through good credit bureaus, exchange of information on this as well as other subjects which are mutually of interest, the future of the dealers' associations in the South are assured.

An executive committee of seven is to be appointed in addition to three men in Birmingham, which will represent the topography of the territory and guarantee the integrity of the association.

A subject came up for discussion on the floor, "Who is a dealer?" This is the subject of considerable discussion now-a-days on the part of manufacturers and dealers in associations, particularly, but ROCK PRODUCTS AND BUILDING MATERIALS knows that there are some 20,000 of them in the United States and they all should be not only organized but banded together to not only build up their community in a practical and advanced way, but benefit each other.

The constitution and by-laws committee appointed is composed of R. M. Hawkins and Mr. Estes, of the Estes Lumber Co., Birmingham.

A new credit system will be inaugurated wherever possible after the preliminaries of the organization are effected.

ARKANSAS DEALERS IN ANNUAL CONVENTION.

The lumber and material dealers in Arkansas recently held their annual convention at Little Rock, Ark., at the Marion hotel. This was the thirteenth annual convention of the association and more than 100 members were in attendance. Mr. E. D. Ferguson of Blytheville, president of the association, presided.

The program was a very strong one and was built up with the object in view of presenting to the lumbermen the subjects that are now being discussed by the experts of the country and the problems that those who have the welfare of the industry at heart are attempting to solve.

T. E. Williams, Springfield, Mo., dealt particularly with the subject of cost. Mr. Williams is the owner of the 300 Green Sudden Service establishment at Springfield. Secretary J. B. Webster, Advertising Manager L. R. Putman, of the Southern Pine Association, and N. V. Wright of the Arkadelphia Lumber & Supply Co., Arkadelphia, Ark., developed the subject of advertising. President Ferguson dwelled upon the necessity of maintaining friendly relations with competitors and also spoke of the part that material men should play in community up-building. L. L. Ott, Jefferson City, Mo., talked on "What I Have Done in the Way of Advertising to School Children."

The crowning social event of the session was the banquet at the Marion, with President Ferguson as the toastmaster. Governor Brough talked on "New Arkansas." Several other prominent men in attendance also addressed the diners.

New officers were elected as follows:

President, E. D. Ferguson, of Blytheville; Vice President, A. A. Halter, of Conway; Secretary, J. B. Webster, of Little Rock; Assistant Secretary, A. R. Kimmich, of Little Rock; Treasurer, L. M. Hawkins, of Harrisburg.

The following will serve as directors:

N. V. Wright, of Arkadelphia; J. W. Porter, of De Witt; A. L. Ferguson, of Ft. Smith; J. N. Coppack, of Hot Springs; F. N. Van Houten, of Forrest City; C. K. Nicoll, of Little Rock; C. W. Trieschmann, of Paragould; E. C. Pritchard, of Fayetteville; H. Galloway, of England; A. A. Pool, of Batesville; J. H. Imboden, of Morrilton.

The next meeting will be held at Hot Springs.

ELECT NEW OFFICERS FOR ASSOCIATION.

New York, April 3.—At the annual meeting of the Association of Dealers in Mason's Building Materials held in the rooms of the association, 18 Broadway, the following officers and directors were elected unanimously for the ensuing year:

Francis Howland, president; William H. Schmohl, vice president; Nathan Peck, treasurer. Directors,

Frances N. Howland, William H. Schmohl, Nathan Peck, John H. Mahnken, William K. Hammond, John Wilson, William H. Barnes, Ernst Braun, Wright D. Goss, John C. McNamara, John J. Bell, Andrew J. Brislin, Stephen V. Duffy, Frank E. Wise, and Frank D. Creamer.

This is the fifteenth term of office for President Howland.

LOS ANGELES BUILDERS NOMINATE OFFICERS.

At the primary election meeting held recently, James H. Bean, president of the Los Angeles (Cal.) Builders' Exchange, was unanimously nominated for re-election. Mr. Bean was loudly applauded by his fellow members, more than a third of whom were present at the meeting. Other nominations were made as follows:

First vice-presidents, W. R. Simons, M. Stepan, W. L. Yard, R. A. Warren; second vice-presidents, Homer C. Hayward, S. L. Weaver; treasurers, J. Griffin and D. P. M. Little.

Nominees for the board of directors were: W. R. Simons, H. B. Potter, A. T. Eby, R. Wolfberg, L. B. Webster, W. E. Stardley, C. H. Griffin, W. C. Hay, P. E. Sawyer, George L. Morris, M. A. Burne, Alfred A. Bayer, B. W. Suriet, Robert F. Boswick, L. F. Danforth, J. Burnstein, R. L. Martz, William Henry, William McArthur, W. E. Hoover, Frank Peck, John Griffin, Homer Hayward, G. H. Turner.

A new constitution was adopted by a unanimous vote to take the place of the old one.

NEW JERSEY RETAILERS IN CONVENTION.

(Continued from page 15.)

sight of the argument that the manufacturer and retailer are supposed to be married: to be all-in-all to each other, with just enough jealousy in their make-up to give spice to their relationship.

Mr. Genung then criticized the manufacturers of cement for taking better care of the retailers' customer than they do of the retailer. He referred to the protection on "specific" jobs, regardless of the length of time they may be receiving cement. He illustrated his arguments by reading letters sent to various cement companies and their replies.

Mr. Ennis then read the report submitted by the committee on the question of "Espionage," in which Portland cement manufacturers, who employ men to visit jobs under construction for the purpose of checking up statements of the dealer, were criticized. At the conclusion of this report a resolution was presented condemning the practice. The subject was generally discussed by both retailers and manufacturers. Among others who took part in this discussion were Charles M. Kelly, president of the New England Builders' Supply Association, and M. T. Bannigan, president of the New York State Builders' Supply Association. Mr. Swett suggested that the matter be referred to a committee of retailers and a similar committee of manufacturers. The matter was finally referred to the board of directors.

Five new members have been added to the association during the past year. They are:

Plainfield Ice & Supply Co., Plainfield, N. J.
Fetter Coal & Lumber Co., Hackensack, N. J.
The Fireproof Products Co. (metal lath), 257 East One Hundred Thirty-Third street, New York City.
Jens M. Sorenson, Perth Amboy, N. J.
Hunt Metal Corner Bead Co., 129 West Thirty-seventh street, New York City.

This meeting adjourned at 6:45 p. m., and shortly thereafter the dealers and manufacturers assembled for the annual banquet. The program of this affair was as follows:

"Loyalty and Leadership," Allen Walker, Esq., Chamber of Commerce of the United States, New York City.

"Neutrality," Martin Conboy, Esq., New York City.

"Organization," Dr. John Franklin Crowell, Chamber of Commerce of the State of New York.

"Business Ethics," Hon. Julian A. Gregory, East Orange, N. J.

"Public Sentiment on National Affairs," Hon. Edward W. Gray, member of Congress, New Jersey.

"The National Game," Hon. James T. McCleary, New York City.

Roscoe Fields is now managing the Morrow Lydden yard at Edna, Kan., succeeding C. A. Wimsatt, who has accepted a position in the office of the J. W. Matz Lumber Co., at Coffeyville, Kan.

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NEWS of the TRADE

ACTIVITY SHOWN IN CHICAGO.

The frost is out of the ground in the Chicago district and dealers are beginning to realize that the spring building season has commenced. Face brick dealers report that during March there were actually delivered 10,766,147 face brick. In February brick deliveries amounted to 4,000,000.

Commenting on present conditions, W. H. Gifford of the Wisconsin Lime & Cement Co., says: "High prices of materials are having absolutely no effect on builders. A gratifying number of permits are being issued. If one-half of the work now in the offices of architects and engineers is consummated, we are bound to have a big building year."

With an appropriation of nearly \$1,000,000 for immediate building purposes, the building and grounds committee of the board of education adopted a program on March 24 for the erection of twenty-seven new schools or additions to schools.

The Chicago Screw Co. has completed the purchase of four and one-half blocks of land in the northwestern part of the city as the site of a huge plant. The land acquired comprises the four blocks of land between Division and Augusta streets, Cicero and Kirkpatrick avenues, and a half block fronting on Augusta street. The tract purchased contains a total of 850,000 square feet, or nearly twenty acres, and is understood to have cost in excess of \$200,000. While the plans for the new plant have not been made by the screw company, it is understood it will be of the most modern type and will represent an expenditure of more than \$500,000. It is understood the company will follow the trend of the times by providing its employees with a recreation ground, gymnasium and similar features. The company now employs about 1,400 persons, and it is understood that because of the rapidly increasing business its force in the new plant, when completed, will be nearly double that figure.

WAR TALK AFFECTS BUILDING ACTIVITIES.

Buffalo, N. Y., April 3.—The action of President Wilson in urging Congress to accept the gauge of battle "with all the resources of the nation" has temporarily retarded business in the building supply and construction lines in this city. This does not mean that the men in these trades are not all patriotic. Practically all are sharing in the patriotic outburst that is sweeping the country. It means that prospective builders are quite uncertain about the future and many of them are inclined to mark time for a few days, or even a few weeks, to get their bearings. Those who have been planning to build for investment purposes know that the government will raise taxes in a tangible way to cover the millions to be expended on the army, navy and other departments, and this factor makes prospective builders "stop, look and listen."

Even if the building supply and construction business here is not as active as a year ago, it is predicted that a marked revival is not far distant, though war becomes a stern reality. During the first few months of the European war building and other lines in Canada were given a staggering bump, but they recovered from the shock and for a long time several of the towns and cities of the Dominion have been enjoying prosperity greater than ever before. The Canadian plants have had to be enlarged and thousands of men, who have been making undreamed-of wages in munition work, are putting their money into new homes. The same condition is likely to be followed in Buffalo.

If a temporary building slump is noticeable, a great construction boom may follow later.

PACIFIC NORTHWEST PROSPECTS BRIGHT

Seattle, Wash., April 2.—As the month of April begins, building conditions in the Pacific northwest offer better prospects for a busy summer than they have for years. More new homes are being built in Seattle than the average, owing to the fact that so many families have been attracted here by the shipbuilding industry. A good house cannot be rented, and this makes the construction of new bungalows necessary. However, there is no boom, but rather a steadily bettering condition in all lines.

In the last fortnight plans have been completed in Seattle for seven apartment houses, costing in all \$550,000. Three new brick school-houses, totaling \$200,000, are just being started. To take care of the vast amount of government business passing through this port, destined to the Hawaiian and Philippine islands and to Alaska, a new dock and warehouse is being built, costing \$100,000, and a private wharf is also being built for California boats at a cost of \$50,000.

Plans for the largest public market in the West, to be erected at an expense of \$120,000, and which will be built in Tacoma, are well under way. That city is also receiving a new overall factory, \$50,000, a new jail at

a like amount, and an apartment house, also to cost \$50,000.

North of Seattle conditions are very good. Everett has a \$100,000 hotel, two apartments totaling \$210,000 and a \$25,000 county sanatorium projected. The Federal Condensed Milk Co., of Mount Vernon, has let a contract to Finne & Gjarde, of Seattle, for a \$150,000 milk condensary. The paper mill at Port Angeles will cost \$1,800,000. Libby, McNeill & Libby have bought ground at Kent on which to erect a \$40,000 pickle factory, and the same firm is building a \$75,000 cannery at Yakima. Sixteen cold storage plants are planned for the Yakima valley this summer. A \$60,000 apartment house will be built in Yakima, and bids have been taken at Selah for a \$50,000 cold storage plant, with a capacity of 250 carloads of fruit. In Spokane \$260,000 worth of school building work will be done this summer. The O. W. R. & N. Co. are changing their grade through the city of Portland, which will cost them over \$300,000. This work has already started. A new library building at Corvallis, Ore., will cost \$100,000, and a school building at Monmouth, Ore., \$31,000.

The car shortage has been worse than ever during March, and while some relief is expected in a few months, it is evident that this section will be handicapped seriously this summer by a lack of railroad equipment.

CONDITIONS IN WORLD'S GREATEST MARKET.

New York, April 5.—Architects and builders report an increasing number of projects under way and most of them directly attributable to the fact that money is plentiful. For the first quarter of this year metropolitan building operations, amounted to \$43,080,000 as against \$47,900,000 for the first quarter of 1916, and instead of anybody bemoaning the fact that it is a decrease over the previous year the figures are really inspiring enthusiasm, it being pointed out that such a showing, in the face of all kinds of obstacles like war, threatened strikes, scarcity of labor and materials and the high cost of both, indicates more than anything else can the strenuous efforts of "General Prosperity" to rule.

Crowded Manhattan clamoring for more room, and gold in abundance for stable investments like New York City real estate, are factors that make for a situation unique in itself when it is considered that the United States is face to face with what is perhaps the greatest crisis in its history. Gold is steadily flowing into the New York banks. The arrival of \$40,000,000 at New York and Philadelphia last week brought the total imports for March alone up to \$96,700,000 for the east coast as against \$9,800,000 for all ports in the United States in March, 1916. Our gold imports of \$259,400,000 from Canada, in the present calendar year to date, compare with \$30,800,000 from all countries in the corresponding period last year. Since the first of the year over \$225,000, going into the banks of New York, means a vast amount available for real estate and building operations, and when the 1917 building season begins in earnest, as it is expected to within a few weeks, it will find money plentiful even if commodity prices are sky high all along the line.

One would naturally expect that with the seriousness of the international situation operations would be greatly curtailed if not retarded, but such is not the case, although there is no telling what a day may bring forth. In some quarters it is said that it will be nothing short of miraculous if the real estate and building market fails to escape a severe setback following a real taste of war.

Be that as it may, the fact remains that for the quarter ending March 31 the building business in Manhattan and vicinity, despite all the obstacles, can truthfully be described as having been good and if the outlook is dark it certainly is having no effect on the building materials market.

TRADE CONDITIONS IN THE WEST.

Kansas City, Mo., April 4.—Really bearish reports concerning crop conditions have been coming out of the West during the past week or two. High winds and a lack of moisture have conspired to put a blight upon wheat prospects for the year. The heretofore trusty Kansas, with records of 100,000,000 bushels of wheat for each of the past two years, is estimated by experts to produce this year not over 40,000,000 bushels. While these reports are not enthusiastic, material men are keeping in mind the fact that banks are overflowing with money and that the farmers with large crops and high prices have not only succeeded in paying off old obligations but have strengthened their cash positions. Irrespective of the wheat crop, and particularly if it will be followed by a good corn crop, there will be a lot of money spent in the west for both public and private improvements.

BRIGHTER CONDITIONS IN EASTERN CANADA

Toronto, Ont., April 2.—Reports received, not only from Toronto but throughout Ontario, shows that there is a lack of houses. Rents have been advancing and medium priced houses cannot be obtained. Prices for brick, cement, lumber and builders' hardware have been advancing as well as wages but there is more money in the country as is evidenced by the increased bank deposits. The people are now better able to pay the increased prices for building this year than the lower cost two or three years ago. That the increased prices will not stop construction is shown by the building returns. In Toronto the value of the permits up to March 28, 1917, was \$1,323,485. For the first three months of 1916 the permits amounted to \$663,789.

In Montreal the value of the permits in February was \$402,565 as compared with \$65,595 for the same month last year. For the first two months of 1917 the permits were valued at \$562,460, while for the same period last year the value of the permits was \$240,075.

The permits in thirty-five Canadian cities for February, 1917, were valued at \$1,657,217, while for the same month last year the permits were valued at \$692,570.

Builders' supply firms state that there is considerable business in sight but that there were difficulties in bringing in supplies from the United States. The Black Building Supply Co., one of the largest, stated that the embargo was interfering with much-needed supplies from Chicago and Ohio, while others stated that materials from Pennsylvania were similarly affected. It was difficult and almost impossible in some cases to obtain delivery of materials from south of the border even when shipped by express. It is the rule that deliveries are delayed but the number of passenger trains removed to give precedence to freight will eventually relieve this situation.

Hooper Marble Granite Works, Winnipeg, has opened a branch at Dauphin, Man.

BOSTON SUFFERS FROM UNSETTLED CONDITIONS.

Boston, Mass., April 2.—Troop movements and kindred activities take up so much transportation facilities and the immediate interest of everybody that the market in building materials is undergoing a period of stagnation, the like of which it has not known in a long while. The building curve rose a little in March in this city and vicinity, as there had been up to the last of the month big demands for quarters and housing. On the first of the month the statistics were still more than \$1,000,000 behind last year, but March was, with statistics still incomplete, not expected to be quite so bad as the twenty-eight per cent slump in February.

Mild weather, exceedingly favorable to building, facilitated rush work on projects which are well in hand. Commercial demand keeps building up to the notch it occupies more than anything else, although there has been strong inclination to rush investment funds into permanent realty of every sort, which showed prospects of occupation and a profit. These lines have kept bidders busy. Yards have their own troubles over low stocks. A new four day embargo just announced includes everything except materials for manufacture for the government.

If the elements of uncertainty were removed the underlying tone in building circles is for an active season, war or no war. Factory additions are sadly needed, and more housing is absolutely necessary in the city and suburbs, and, indeed, throughout practically all of New England.

EASTERN CITIES PLAN FOR BUSY SEASON.

Albany, N. Y., April 2.—Albany's spring building boom will start within a few weeks and the outlook is for a most active season with office buildings and operations by commercial firms predominating, according to John Fulton, superintendent of buildings. Troy also reports a brisk season about to start and in Schenectady plan filings thus far indicate an even better year than 1916, and that was considered an excellent one.

BUILDING PROSPECTS BRIGHT IN SOUTH.

Louisville, Ky., April 5.—Bad weather has held back building operations greatly this spring, and there has been a big decrease shown in permits taken out for work in Louisville and vicinity. However, there is a lot of big work in sight, and the next two months are expected to prove a very busy period. During March a total of 171 permits were issued for buildings to cost approximately \$230,690, as compared with 304 permits in March, 1916, costing \$361,270. During the past three or four years the Louisville board of education has erected a large number of fine new school houses in the city, but the appropriation has been expended, and no new buildings are being figured on at this time.

CONCRETE

JACKSONVILLE, FLA., CLAIMS NEW METHOD OF ARTIFICIAL STONE MANUFACTURE.

G. M. Formsby, 132 Ashley street, Jacksonville, Fla., claims that he has discovered a secret which will be of the greatest value in the markets of building materials in the making of artificial stone with a greater density than real stone and of even greater tensile strength.

Mr. Formsby has been conducting experiments along these lines for a long time and has on exhibition at his shop in Jacksonville several pieces of cylindrical artificial stone an inch and a half in diameter and several inches in length. They were in soft tones of gray and brown and also in mottled blue, mahogany red, browns and blacks. Imitation marbles which he has produced are said to have showed the most delicate markings and colorings.

The process is said to be not only very simple, but within a short time after the composition is taken from the moulds it begins to harden and from then on this process is most rapid. The air and water, by means of the application of great pressure are forced from the soft material which enables the forms to be removed almost immediately after the pressure has been released and there is then on hand a solid and rapid hardening cylindrical mass of artificial stone. Mr. Formsby states that while the pressure which he uses is only that of a large vise, better and even greater results can be attained by having the composition placed under the force of a great hydraulic press and he is making arrangements to have a large number of samples prepared this way, assured that even a greater density will be secured and a higher tensile strength obtained.

The foundation used is a secret combination. With the sawdust, sand and clay, in fact, almost all animal, mineral and vegetable matters may be combined and when put under heavy pressure a stone composition will invariably be formed. In a 75 per cent combination of sawdust with the foundation material, a stone-like substance is secured into which it is possible to drive a nail, the material being susceptible, while moist, of being spread over lath forming a solid mass which will be dry and firm within a few hours' time. The particles of sawdust, with their golden hue, give the material a decided finished touch. Worked into cylindrical form it can be used for columns for interior effects, strong as stone, light as wood, and highly decorative.

Leather dust when used in combination with the secret foundation has been found to result in a stone composition that untempered steel will neither scratch nor mar. All of the combinations so far obtained are susceptible of the highest finish and polish under the emery wheel, thus immediately enhancing their beauty, appearance and effectiveness.

The material can also be worked into slabs of any size and into tiling and it is said there is apparently no end of uses to which it can be placed as far as utility, of the practical sort, is concerned and for diversified use as a building material. Mr. Formsby plans to locate a manufacturing plant in Jacksonville for the output of the many varieties of artificial stone which he says it is possible to produce and place the same upon a waiting market.

PACIFIC CONCRETE PIPE ASSOCIATION ORGANIZED.

Following a two-day session held at the Portland Chamber of Commerce, Portland, Ore., the Pacific Concrete Pipe Association was organized by representatives of the pipe business from all parts of Washington, Oregon, Utah and California.

C. H. Bullen, of the Portland Cement Pipe & Tile Co., of Portland, Ore., was elected president; George Scofield, of Savage-Scofield Co., Tacoma, Wash., vice-president, and H. W. Shaw, of the Harbor City Cement Co., Everett, Wash., secretary and

treasurer. Annual meetings of the association will be held in Portland.

The first business of the new organization will be to standardize concrete sewers, culverts and drain pipes, bringing the manufacturers' products up to association specifications.

The firms represented were: The Salem Sewer Pipe Co., Salem, Ore.; Henleimbeck Bros., North Plains, Ore.; Eugene Concrete Works, Eugene, Ore.; Oregon Pipe & Tile Co., Grants Pass, Ore.; Concrete Pipe Works, Portland, Ore.; Portland Cement Pipe & Tile Co., Portland, Ore.; Medford Concrete Construction Co., Medford, Ore.; Albany Sand & Gravel Co., Albany, Ore.; Harbor City Cement Co., Everett, Wash.; Peerless Brick Co., Seattle, Wash.; Savage-Scofield Co., Tacoma, Wash.; J. T. Smithley, Tacoma, Wash.; Stanley Reinforced Concrete Co., Centralia, Wash.; Yakima Glazed Cement Pipe Co., Yakima, Wash.; Chas. R. Chapman, Toppenish, Wash.; Omak Concrete Pipe Co., Omak, Wash.; Enumelaw Brick & Tile Co., Enumelaw, Wash.; Utah Concrete Pipe Co., Salt Lake City, Utah; John Hilfiker, Eureka, Cal.; California Glazed Cement Pipe Co., Los Angeles, Cal.; San Diego Cement Pipe Co., San Diego, Cal.

ARTISTIC RESIDENCE OF CONCRETE BLOCKS.

An artistic residence has been built by L. L. Burton, who has offices in the Wheat building, Ft.



ATTRACTIVE TEXAS BUNGALOW.

Worth, Texas. Wherever possible concrete is used. The distinctive joints show the block to good advantage. The structure is built upon quite an extensive piece of ground and is of the California bungalow type.

Incidentally Mr. Burton is a bachelor and his new house will make an attractive home for some charming young damsel. He was very much in evidence at the recent cement show held in Chicago and his good looks can be vouched for.

SOUTHERN CEMENT USERS TO MEET.

Concrete products manufacturers of the South will hold a meeting in Atlanta, Ga., on Monday, April 9, for the purpose of perfecting the organization. The convention bureau of Atlanta is working in conjunction with W. Jess Brown, who represents the Dixie Portland Cement Co. in that vicinity, in order that a large attendance will greet the opening session of the meeting. Ansley hotel has been chosen as headquarters.

The past few weeks has witnessed a wet season, and now that the weather has cleared a little, it is likely that every cement worker will be getting ready with a rush. The fine weather should not keep cement workers away from the meeting, but rather be an inducement for them to attend.

N. T. Sherman, of Athens, Tenn., is president of the organization.

The Banks-Mitchell Co., Chattanooga, Tenn., capital \$5,000, has leased the old plant of the McLean Lumber Co. and will manufacture concrete pipe. L. A. Banks is president; Lon W. Mitchell, vice-president, and A. Salliday, secretary-treasurer.

Concrete Pile Bridges for Highways.

BY C. E. NAGEL,
Deputy State Engineer of Minnesota.

A study of the types of construction that have been used for highway bridges shows that they have developed as new materials have become available. First came wood pile bent bridges and wood trusses, which were succeeded by the combination trusses and wrought iron construction. They followed a long period in which steel bridges were used to a great extent, and still more recently concrete bridges have come into use.

A serious consideration in building with a material as permanent as concrete is the matter of foundations. Many streams are continually cutting deeper or drainage ditches are dug under the bridges, and foundations which were carried well below the bed of the stream at the time of construction are undermined. Even though piles have been used they sometimes rot off because the low-water level is lowered. It appears to the writer that we must come back to the old pile bent bridges in a little different form and made of concrete instead of wood.

With concrete the economical length of the span between the bents or cross rows of piles figures about 20', carried by three piles per bent, each pile driven until it will carry twenty tons. Should it be determined, after one pile has been driven, that twenty tons cannot be carried by piles of the length provided, four or even five piles can be driven per bent where necessary to give the required support.

A concrete cap is cast across the tops of the piles and serves to carry the ends of the spans. No abutments are used and the bridge is made long enough to provide sufficient waterway after allowing the loose material of the approach at each end of the bridge to run through the end bent on a 1-to-1 slope. For the superstructure the Minnesota Highway Commission has designed slabs with their under side cored out by means of corrugated arch forms, resulting in a saving of one-third the volume of concrete that would be used in a solid slab.

Concrete pile trestle bridges can be built by using a multiple number of spans of a standard length, rendering it possible to make repeated use of the same metal forms and metal falsework. Intermediate wood piles, essential for falsework under present conditions, are not needed. This fact, taken together with the absence of cofferdam work for piers and abutments, makes it possible to construct this type of bridge even when the water level is above normal, or when freshets are likely to occur, so that the working season will be lengthened considerably.

For driving concrete piles, more machinery and less hand labor are necessary than for constructing ordinary substructures, which is a decided advantage with the present unsatisfactory labor conditions. The labor that is employed will necessarily be higher paid and more reliable. Much less time will be necessary to construct these bridges, for the excavation work will be eliminated and the standard sets of forms and falsework can be put in place ready for concrete in a shorter time than the timber falsework for the usual types of concrete bridges. This will cause less inconvenience to traffic, which is either detoured or carried over a temporary bridge with the approaches barely passable.

In the past there has been a continued increase in width of roadway and there is likely to be a demand for still greater widths on main trunk lines as traffic increases in volume. Concrete girder bridges cannot be widened, but with the type described the hand rail and curb can be removed and additional width obtained.

In North Tonawanda, N. Y., the New York State Dredging Co. has secured the contract to build a \$649,000 bridge over the Tonawanda creek, for the New York Central railroad. The contract calls for the building of one set of abutments for both the new railroad bridge and the traffic bridge which the state will build at Webster street.

Among the big jobs pending throughout New York state is the proposed construction of twenty-five new reinforced concrete buildings in the remodeling of Sing Sing prison. The cost is estimated at \$1,527,000.

CEMENT

CEMENT ADVANCES AGAIN.

New York, April 3.—Portland cement has found a new high level the present quotation being \$2.15 a barrel alongside dock New York. But this is not the peak. From reliable sources it was learned that dealers may be paying \$2.60 a barrel for this all important commodity before the year ends if present pressure continues. A further advance above \$2.15 may be looked for at an early date. March has been an exceptionally good month for the cement manufacturers they having taken on the average more business in one day than they did in a whole month in 1915. One authority, the Dow Building Services, declares that they took in one day as much business as was taken in ten days in March, 1916. It is said that all but 6,000,000 barrels, of the total cement productive capacity of the mills of the Hudson and Lehigh districts have been contracted for so far this year. In March approximately 2,000,000 barrels were ordered which means that if the present pace is kept up any length of time there will be an actual shortage of the commodity before the end of the present building season.

Dark Rosendale Natural has been advanced to \$1.10 and yard price for this commodity at Newark is \$1.65. This unusual price is due to the fact that supplies have to be brought by rail entirely.

U. S. CEMENT SPECIFICATIONS.

The United States government specification for Portland cement is printed in circular No. 33, of the Bureau of Standards, of which S. W. Stratton is director. This specification is the result of several years' work of a joint conference representing the United States government, the American Society of Civil Engineers and the American Society for Testing Materials. It was adopted by the United States government and the American Society for Testing Materials to become effective Jan. 1, 1917. Copies may be had from the superintendent of documents, government printing office, Washington, D. C., at ten cents per copy.

CEMENT SHORTAGE FORESEEN.

Buffalo, N. Y., April 3.—Cement in this city is selling to the contractors at \$2.35 a barrel in carload lots and \$2.70 a barrel delivered on the job. A shortage of cement is promised.

The Tift Construction Co. is using cement in the foundations for the new Adam street liftbridge over the barge canal in East Lockport, N. Y.

Cement dealers see prospective business as a result of the Knight bill, introduced at Albany. The measure, if passed, will permit New York state to take advantage of federal aid for highway building, under which the state will receive nearly \$4,000,000 government money in five years. Upward of \$200,000 may be spent in Tonawanda, N. Y., to lower and construct new intake water mains. Considerable cement would be used on the contract.

ADVANCE IN CEMENT PRICES IN WEST.

Cement prices took an advance of 10 per cent in Spokane, the carload retail price there now being \$2.59, including sacks. At Seattle and Tacoma the price has been \$2.50, gross, since the first of the year, while at Portland it is \$2.30, gross.

CEMENT COMPANY CHANGES OFFICES.

The Great Western Portland Cement Co., manufacturers of the Victor brand of cement, announce that the general offices of the company are now located at the plant in Mildred, Kan.

The general offices heretofore have been in the Scarritt building, Kansas City, Mo.

Selling Concrete Pipe Through Dealers.

BY W. E. GOODMAN.
Consolidated Coal Co., Saginaw, Mich.

In order to sell our pipe and tile it was necessary for me to make the dealers believe in the cement pipe and tile as thoroughly as I did, and I have used every effort possible to accomplish this end and have succeeded. The greatest difficulty I find in having dealers handle cement pipe and tile is, that they have always handled the clay pipe and tile and their customers have used it, and to change from clay to cement requires an effort which most dealers do not care to make.

Our competitors have flooded the dealers and users of cement pipe with all kinds of circulars, and I find that this also requires a great deal of hard work to overcome. The failures of improperly made cement pipe and tile have made my work along this line extremely hard.

My experience has proved that to have the dealers handle the tile, believe in them, and recommend them, a demand must be created first. To create this demand our company has sold direct to all users, the cities, the towns and the county officials. After securing contracts of this kind we have then gone to the dealers and arranged with them to handle our product. After this has been done we find that we have made a customer who sticks, and who will work for the cement pipe and tile.

We find in going into the markets, the different manufacturers of clay products work very close together. They have a uniform price and usually a uniform discount list. This plan should be followed by manufacturers of cement sewer pipe and tile. The concerted actions of all kinds among manufacturers of the same line of goods always is a help, and if we all work together by using the good office of the American Concrete Pipe Association we are going to succeed in having concrete pipe and tile used everywhere, and it will soon become as standard as the vitrified clay pipe and tile.

Our trade has doubled in the last three years, and our competitors recognize that we are in the market to stay and are giving us all the consideration that we can expect from a competitor.

Cement pipe and tile are being specified in all public contracts now, and the engineers, from tests which they have made themselves, and which have been made by different laboratories, know that cement pipe and tile will meet all requirements.

SUPERIOR INSTALLING WET PROCESS.

Construction work on the new wet process being installed by the Superior Portland Cement Co., at Concrete, Wash., is progressing satisfactorily, and will be continued until the plant is shut down about the first of May.

A new power sub-station has been completed and one of the new slurry-tanks erected. Work is being done on the rest as speedily as possible.

At the plant of the Washington Portland Cement Co., also at Concrete, Wash., a large crew of men is at work on the new fuel system whereby coal is to be burned instead of fuel oil.

CLEVELAND CEMENT MARKET FIRM.

Cleveland, Ohio, April 5.—Outlet for cement was virtually at a standstill in the last week or so, as a consequence of suspension of big building operations during the strike and lockout. Practically all of this material is required for the big construction, comparatively little being used in small work. Because of the high cost of production there is no indication in a let-up of the high prices lately in effect.

OKLAHOMA HAS A NOTABLE CONCRETE BRIDGE.

A notable concrete bridge over the Arkansas river at Tulsa, Okla., was recently built by Tulsa county under the direction of the board of county commissioners, Mr. Cyrus S. Avery, chairman.

The structure has a total length of 1,470' and provides a roadway 30' wide, with one street car track and two sidewalks 5' wide. The piers are all founded upon shale and there are eighteen like arch spans 75' long in the clear. The handrails terminate at each end in ornamental concrete pylons, which are set back so as to provide entrance features affording resting seats for pedestrians. These columns are surmounted by bronze lamp standards and bear upon them bronze name plates giving usual information concerning the structure.

This bridge was designed and its construction supervised by Harrington, Howard and Ash, consulting engineers of Kansas City. The contract for the main construction work was let to the Missouri Valley Bridge & Iron Co., of Leavenworth, Kan. Work began October, 1915, and the bridge was ready for traffic in December, 1916. It comprises about 10,000 cubic yards of concrete and about 350 tons of reinforcing material. There are about seventy tons of street car rails and steel ties, and 4,700 square yards of wood block pavement.

CEMENT PRODUCTS COMPANY INCREASES CAPITAL.

The Mineral Point Concrete Construction Co., Mineral Point, Wis., has increased its capital stock from \$5,000 to \$15,000 to facilitate such enlargement and conducting of the concern as is necessary to keep pace with the increase in business.

The plant has been manufacturing cement blocks for the past six years and the product of its manufacture is to be seen in all parts of Iowa county. The company now has booked sufficient orders to keep it busy for the entire summer.

Following are the officers: President, George S. Huxtable; secretary, George Goetsche; treasurer, A. W. Wilkinson.

CONCRETE NOTES OF THE CONCRETE FIELD.

Concrete construction will be used in the erection of several additional buildings on the state fair grounds, West Allis, Wis., plans for which have been approved by the advisory board. A new poultry building will be 170'x300', costing \$25,000; and four other buildings, each 125'x200', will also be of similar construction.

The Universal Concrete Products Co. was among the recent prominent local firms which were admitted to membership in the Merchants and Manufacturers' Association of Milwaukee, Wis.

Deerfield, Wis., now boasts of a manufacturing plant producing concrete products. H. Klein, who has had many years experience in the industry has been working for several months on the establishing of a plant in that city. For several months he has been assembling a modest plant and is now in a position to take on contracts for a considerable variety of products. His first contract was for a lot of 24" sewer pipe for the Deerfield Realty Co. Mr. Klein is also equipped to put out cement blocks to be used in the construction of residences, silos, etc., and a reinforced concrete fence post. Some of the machinery has been built to his own specifications, such as an automatic cement weigher and a form agitator which does away with the necessity of stamping.

It has been rumored that the Petoskey Portland Cement Co., Petoskey, Mich., are planning the erection of a new plant, which will increase their capacity from three to five thousand barrels per day.

LIME

DEALER INCREASES HYDRATED LIME SALES.

The following letter is one recently received by the Hydrated Lime Bureau, from one of the leading builders' supply concerns in Indiana and tells a rather interesting story:

In reply to your favor of the 17th ulto. about all that I can say is that we have not only merely mentioned the fact that hydrated lime is a good thing to mix with cement but have endeavored to prove the fact not only from personal observation but from Government tests that a 10 per cent mixture of hydrated lime with concrete is the most economical waterproofing known, and incidentally, we have, I believe, increased our sales of hydrated lime 25 per cent.

This letter brings out the important point that lime dealers who have studied the question of waterproofing are in position to materially increase their tonnage in hydrated lime. Perhaps the most important reason for this particular dealer having increased his tonnage in this commodity 25 per cent is not due so much to the waterproofing quality of hydrated lime, but more especially to the easy working mixture which hydrate produces. This increased workability of the concrete mass is quickly noticed by the contractor with the usual result that he continues to order hydrate for all his concrete work regardless of whether or not it is important that it be waterproof.

This is just one case where tonnage in hydrated lime is being increased with very little effort, but is an indication that all dealers can duplicate the trick.

UNUSUAL DEMAND IN NEW ENGLAND.

The Edward Bryant Co., Boston, Mass., manufacturers of the "Tolman" finishing lime, report an unusual demand for their product. This company, which was incorporated in 1911, succeeded to the T. W. Carter business, which had been established for a long period. The company reports the demand for "Tolman" lime larger than in any period in its history, which has kept its entire plant at Rockport, Maine, running at capacity all winter except for a short period when repairs were being made. During the past six months the company has added another boat to its fleet, "The Marguerite," which will probably make its maiden trip as a limber the last of March. The company does an excellent business in plaster, plastering hair and agricultural lime, and is looking forward to a very active season.

EL DORADO LIME CO. INCREASES CAPACITY.

W. S. McLean, sales agent for the El Dorado Lime Co., which has a plant about forty-two miles north-east of Sacramento at Limestone station, reports that his company is supplying lime to several large steel companies as well as to the West Coast Kalsomine Co., Berkeley, Cal. The lime, which is of a superior quality, is being sold at one dollar a ton over the regular market price. This company, which has just begun to manufacture lime for soil fertilizer, is between forty and sixty carloads behind in orders because of the heavy demand, owing to the high grade of the company's crude lime rock deposits.

This company has spent over \$50,000 in plant equipment in the past year, which includes a mile spur line track connecting the plant with the railroad. A large crane, hoisting machinery, two large kilns, boilers, pumps and other machinery of the most modern design has been purchased to make plant as complete and as modern as possible. A large warehouse for lime and ground limerock has been erected at Limestone Cal., and an office has been opened in Sacramento.

Buffalo, N. Y., March 3.—There is a fairly good demand for lime but shipments to this city are very slow. Lump lime is selling at \$1.20 a barrel and lime in wood is bringing \$1.55 a barrel.

Other prices are: Mason's hydrate, \$12.40 a ton; finishing hydrate, \$13.20 a ton.

BUREAU'S ATTITUDE ON STANDARD LIME BARREL LAWS.

This bureau has been in receipt of a large number of queries in relation to the provisions of the rules and regulations which are to be issued for the enforcement of the standard lime barrel law, reads a statement from the Bureau of Standards. Lime manufacturers are apparently apprehensive that the rules and regulations, when issued, will go into effect before they have had an opportunity to obtain proper stencils, printed matter, etc., or at any rate, to dispose of such stock on hand which was purchased in good faith and which was apparently in conformity with the law. To relieve these apprehensions, the Bureau of Standards desires to issue this general statement.

The delay in issuing the rules and regulations has been prompted solely by a desire to avoid doing anything which would be inimical to the legitimate conduct of the lime industry. As soon as the bureau began to consider rules and regulations a number of unexpected and puzzling questions arose which it has been found to be impossible to settle in the short time between the date of the passage of the law and Jan. 1, 1917, without the liability of errors which might prove costly to the lime manufacturers without compensating advantages to the purchasers. It seemed best, therefore, to defer the issuance of the rules and regulations until we could feel certain that all phases of the question had been considered.

There will be no excuse for any person who, after Jan. 1, violates the plain provisions of the law. We may not, nor do we desire to, postpone the time of enforcement set by Congress. Barrels of the proper size must be used, the required information must be given upon the barrels and sacks, and the weights must be correct. Unless there is a clear intent to avoid its provisions, there will be no violations of the law. When the rules and regulations are issued, the size of type in which the statements are to be made, etc., will be specified, but there will be sufficient time granted to manufacturers to enable them to prepare to comply with these requirements. They will be allowed to use up stocks on hand which are not excessive in size and which have been purchased in good faith and not in an attempt to avoid for a great length of time the provisions of the rules and regulations. By proceeding in this way we believe we will be doing full justice to an industry which has shown a very commendable desire to put their business on a sound and honest basis, and to the consumers of lime.

We know that the manufacturers have shown concern from a proper desire to protect their interests and from a most commendable endeavor to comply with the law. We hope this statement will serve the purpose of allaying their apprehensions. We repeat that we hope to issue the rules and regulations at an early date and thus clear up all difficulties.

The bureau is ready at all times to answer any question that may be submitted.

The Schaefer Manufacturing Co., contractors' supplies, Berlin, Wis., is making extensions of various departments in its plants is a parallel to the increased business of the past year. An entirely new machine shop is being constructed which, when completed, will be fitted with the entire mechanical equipment. The assembling room will be equipped with a crane and an industrial railway, which will facilitate the loading of cars. The company on March 27 declared an extra dividend of 25 per cent, payable in stock.

The Hubbard Lumber Co., Harlan, Ky., has just announced that a full line of common and pressed brick have been added, and will be carried in stock. The company handles cement, tile, lime, plaster and a general line of building materials.

NEW RAIL RULING HAMPER LIME MEN.

Cleveland, Ohio, April 5.—Late rulings by the railroads entering and running through Cleveland have exerted further hardships upon the lime producers and handlers in the northern Ohio district. The new order has it that all cars must be returned to the railroads that own them. This effectually cuts off the traffic eastward for this class of material and, as practically all shipments are eastward, it means a further curtailment in shipping possibilities. Of course there are plenty of western cars available, but these are not required nearly as much as the others. Production continues, however, in view of the strong demand that is likely to develop with the final settlement of the building trades controversy.

BUSINESS COMBINATION.

The Sherman Law has been on the statute book more than a quarter of a century but the basic question with which it was supposed to deal—namely, May competitive business concerns combine?—is still an open one, says an editorial in the Saturday Evening Post. Briefs recently filed by the Government in the Steel and Harvester cases ask a conclusive answer to this question.

The broad facts in these cases are identical. Both concerns were formed by combining, through a holding company, plants that had been independent and competitive. All the results of the combinations were brought out in voluminous testimony before the trial courts. It was not shown that either combination had used its dominant position in the trade oppressively; that it had unduly advanced prices, or lowered wages, or pursued competitors unconscionably. No harm to the public was proved.

The trial courts decided one case in favor of the Government and the other against the Government. That is, on substantially the same set of facts and with all the court decisions for twenty years before them, they took practically opposite views of the meaning of the law.

The Government's contention is that such combinations, although no actual harm can be traced to them, must be dissolved because they are presumed to possess the power to do harm; that artificial restrictions must not be placed upon the competitive system through combinations of competing business. The defendants hold substantially that such combinations are permissible unless some actual wrong and harm can be attributed to them. The Government wants the cases decided according to a theory and the defendants want a decision according to the facts.

The Supreme Court's answer will have an important bearing upon the whole question of business organization.

When Robert Clark, twenty-seven years ago, left the employ of a hardware firm in Chippewa Falls, Wis., he knew nothing about the fuel and building material business. Now he is at the head of the Chippewa Grain & Fuel Co., Chippewa Falls, Wis., the best known house in the Chippewa valley.

Ashby Martin, building supplies, Mondovi, Wis., reports a good sale on cement blocks. Many houses, barns and silos are to be built about Mondovi with cement blocks as a prominent element.

The Tri-State Builders' Supply Co., Memphis, Tenn., has changed its name to the Moss-DeVoy Lime & Cement Co. L. J. Moss, who was sole owner of the old company, has taken Clarence DeVoy as a partner.

The Clark Lumber Co., Lincoln, Neb., has purchased the yard of the Gering Lumber & Grain Co., Gering, Neb.

With the QUARRIES

Success and Failure in Stone Crushing Business

BY PRESTON K. YATES*

It is a fact that there are many failures in stone crushing operation, and one not familiar with the business wonders why it is so. Many plants are built that never should have been built and would not have been built if someone acquainted with the design and operation of plants had been consulted. Plants have been built where no suitable stone existed and where failure was evident from the beginning; again plants have been built where the stone was of the finest quality and the demand good, but on account of the poor design and bad location of the machinery, failure resulted. Many stone plants are just built and not designed; large sums of money are invested in machinery for plants and the erection of same is placed in the hands of some one not familiar with the principles of proper operation with the result that from the beginning of operation the loss is so great and continuous that after a run of a short season, the plant is sold for a small sum or abandoned entirely.

The crushing of stone is necessarily severe on even the best of machinery and the cost of up-keep commences from the first day's operation; shafts and shells are liable to be broken, due to pieces of steel going in the crusher along with the stone. The parts that make up the machinery in many cases are not strong enough to stand the great strain due to the crushing of the stone and soon larger and heavier parts are required at considerable cost. Plants should be carefully designed with certain objects in view: economy of operation, adaptability of plant, storage system.

A plant should be so located and designed that a minimum amount of labor is necessary for its operation. The machinery selected for a plant should be suitable for the rock to be crushed and so placed that all unnecessary labor can be eliminated. A certain type of machine may be a success in one plant and a failure in another, due to the different conditions, so it is necessary to make a careful study of the kind of machinery suitable for the rock in question.

In many well designed plants of a capacity of 500 yards to 1,000 yards daily, the bins are only made large enough to store one day's supply; if shipments are not made at once and continuous, it means a complete stoppage of quarry and mill operations, or, what is worse still, a slowing down of the entire organization which is ruinous to efficiency. A lack of storage is one of the greatest handicaps in the business; some operators depend upon cars for their storage and will pay a slight charge for same so that operations may be continuous. In times like the present, when cars are scarce, even this make-shift is reduced to a minimum. It is much better to provide a ground storage where a large quantity of broken stone can be stored and recovered at a slight expense.

Timber bins only last a short time at the best and in most cases a ground storage can be provided at a smaller cost per yard of stone than with timber bins. It is the history of those who have installed ground storage systems with a capacity of, say, from 6000 yards to 10,000 yards that they have been amply repaid for the expense incurred, and in fact if they had to return to the former method of storage they would be at a loss to know how to continue the business successfully. An operator who has several thousand yards of stone on hand at the close of the season can delay early opening until the demand warrants continuous operations. Then, again, an operator with several thousand yards of stone on hand can secure better contracts,

as a consumer is willing to pay a slight increase if he knows that the product will be delivered as needed. In large operations, the overhead charges, including interest, depreciation, sales, salaries, etc., are never less than ten cents a yard, and often larger, and if this amount can be saved by storing a few thousand yards of stone, one is warranted in spending the money for such a storage.

In regard to proposed capacity of a mill, a great deal depends upon local conditions and judgment as to future demands. A mill can be so designed that when increased production is required, an initial crusher or additional crushers and screens can be added without tearing down one-half of the plant to make changes.

Most plants are overrated from 30 to 50 per cent, greatly to the disappointment of the operators.

I would prefer a plant as a single unit with crushers, screens and drives so arranged that any part could be cut out at any time, either for repairs or on account of the slack season without shutting down the entire plant. I would also endeavor to keep all machinery on the ground rather than on timber foundations which will give way after a short time and cause shafts to get out of line.

I have designed plants both large and small that were entirely independent of the building and, in fact, the machinery after complete erection was enclosed with either a steel or timber structure.

Operators should know more how other plants are operated and should occasionally visit distant plants to profit by experience of others. There is scarcely a plant in existence that has not some slight "wrinkle" that would be well to adopt in one's plant. It is the assembling of minor points that makes towards success if the plant is properly designed.

QUARRY OPERATORS BUSY.

Cleveland, Ohio, April 5.—There is little diminution in the amount of stone being produced in northern Ohio territory, because of the renewed activity in many lines following partial settlement of the building lockout squabble between employing contractors and union workers. Big outlet locally will be the result, it is expected here, considering that close to \$20,000,000 big building operations have been suspended. Owing to the restrictions added by the railroads in this vicinity, however, practically no shipments to the east can be made, because all cars must be returned over the roads that own them. There are plenty of cars for western shipments available, but not many of these are being used, as the business is in the other direction.

ADA CRUSHER A BIG PLANT.

The Oklahoma Crushed Stone Co. will soon have its big plant, seven miles south of Ada, Okla., ready for operation. The last of the concrete is being poured now, and the finishing touches will be given the next fortnight or three weeks. When completed it will be one of the largest crushing plants west of the Mississippi river.

Ten miles of new railway trackage has been laid and is being put down now. About half of this belongs to the store company and the remainder to the Frisco railway company. Three tracks will be used for the cars before they are loaded, and three more will be used for the filled cars. Between two and three miles will be required for the steam shovels and locomotives in the quarries.

The daily capacity is to be 160 carloads.

INTERSTATE ASSOCIATION CHANGES NAME.

At a recent meeting of trustees of The Interstate Stone Manufacturers' Association, Columbus, Ohio, by unanimous vote the name of the association was changed to the Ohio Macadam Association. It was also decided that two field men are to be employed to promote good roads at reasonable cost; to observe the wear and condition of roads, solicit membership and to urge macadam construction as a means of giving more mileage and more service to more people than the higher cost road types can give. The number of trustees on the board may be increased.

It was practically decided to hold a national macadam congress some time next winter in Columbus to discuss, promote, advertise and give publicity to the virtues and economy of macadam.

The association has voted \$1,000 to promote free trips for boys from each county in Ohio to Chicago Fat Stock Show next December.

OBITUARY.

John Kasson Howe, a prominent resident of Albany, N. Y., died recently after a brief illness. Mr. Howe, while prominent in the social and business life of Albany, was best known to the engineering and contracting world through his association with the Osgood Dredge Co., of Albany, N. Y., and the Osgood Co., of Marion, Ohio.

The Osgood Dredge Co. was organized by Mr. Howe in 1883 and this company obtained the original patents on the boom type dredge, which general design is followed by all the leading dredge builders at this time. Mr. Howe was secretary and treasurer of the Osgood Dredge Co. until its consolidation with the Osgood Co., Marion, Ohio, when he became a director in the latter company and its eastern sales representative.

Mr. Howe was recognized as one of the leading dredge engineers of this country, and due to his long association with the development of such machines, had a very wide acquaintance among contractors and government officials.

While Mr. Howe was always actively engaged in business, he found time, nevertheless, to do much religious and charitable work, being an influential member of the First Presbyterian church and president and a member of the board of trustees of the Albany orphan asylum. It was largely through his efforts that the latter institution has been brought to its present high degree of success. Mr. Howe was an active member of a number of the leading clubs of Albany and a charter member of the University club of New York and a graduate of Yale university in the class of 1871.

W. O. Badgley, president and general manager of the Pacific Lime & Plaster Co., San Francisco, Cal., died recently at the age of fifty-two. Mr. Badgley was one of the most competent and best known lime dealers on the coast and was stricken with paralysis on the Mojave desert sixty miles from a railroad station, where he had gone to look after some business matters.

Mr. Badgley was born in Ohio, coming to California nearly thirty years ago, moving to Oakland, where he engaged in various enterprises connected with the building business, finally becoming a well known and reliable street contractor in that city. About fifteen years ago Mr. Badgley and a number of his friends founded the Pacific Lime & Plaster Co., which now has one of the finest lime plants in the state at Sonora, Cal. Mr. Badgley was conceded to be one of the best versed lime men on the coast and the success of the company is largely owing to his knowledge of the lime business and his unflinching honesty in business and personal affairs.

*Consulting Engineer, 120 Broadway, New York City.

SAND and GRAVEL

LEE SAYS GRAVEL PIT SELLS MANY TRUCKS.

"That gravel pit over there is one of the most important cogs in our sales organization," declared H. M. Lee, president of the Duplex Truck Co., Lansing, Mich., to a western state dealer who was being shown through the motor truck plant recently.

"Yes sir, I mean every word—that gravel pit sells trucks and it sells a lot of them. It offers more convincing arguments than any silver tongued salesman I ever met. I wouldn't part with that gravel pit for a lot of money."

Then Mr. Lee gave a demonstration of a truck pulling power at the gravel pit.

A truck was loaded with a 2½-ton burden, and a trailer carrying 4 tons was attached. The truck was taken down into the pit where there was a pool of water nearly a foot deep surrounded by soft earth into which the truck wheels sank nearly to their hubs. At one time all of the wheels but the right front one were in such soft earth that none could find traction. However, the entire power was automatically thrown by the Duplex-Adler locking differential to the front wheel which had a "footing" and the 7½-ton load on the truck and trailer was hauled not only out of the pit but up a steep embankment.

After the truck had maneuvered in and about the gravel pit for a half hour and the strenuous tests were completed the dealer asserted to Mr. Lee that he was thoroughly convinced of the selling ability of the gravel pit.

BURLINGTON COMPANY ENLARGES PLANT.

The Burlington Sand & Gravel Co. is evidencing its faith in the future by greatly increasing the size of its plant at Burlington, Ia.

Earl H. Young, vice president and treasurer, attended the recent meeting of the sand and gravel producers of Iowa, at Des Moines, and frankly admits that it was due to the enthusiasm received at that meeting that the plans for enlargement were carried forward.

George J. Young is president of the firm.

HIGH WATER HOLDS UP GRAVEL OPERATIONS.

Louisville, Ky., April 5.—High water in the Ohio river during the past thirty to sixty days has forced all sand and gravel companies to hold up on digging operations, and has also brought all river construction work to a stop for the present. The big government work on the Louisville and Portland canal and

elsewhere has been allowed to drag until the machinery can again be reached. Work on the Ohio locks and dams will not be large this year, due to the failure of the Ohio river improvement appropriation failing to go through Congress, but an unexpended balance of \$3,000,000 will carry the work for some time.

NEW SAND AND GRAVEL VENTURES.

The Triangle Sand Co., Mamaroneck, N. Y.; capital, \$15,000; incorporators, Julius O. Lange, Scarsdale; Austin H. Gedney, Ray, and Elisha H. Gedney, Mamaroneck.

The Mackinaw Sand & Gravel Co., Peoria, Ill., has increased its capacity to 20,000 tons of gravel a day.

The Peoria Washed Sand & Gravel Co., Peoria, Ill., has put its barges in working condition and will soon begin work for the season. It anticipates a busy year.

The Ottawa Stone & Sand Co., Ottawa, Ill., has expended \$40,000 in the last year on improvements at its plant. Construction of a plant for crude sand will soon be completed.

The company has been unable to fill its orders of late owing to the great demand for sand and stone at the present time. The equipment is modern in every respect.

The Burlington Sand & Gravel Co., Burlington, Wis., is preparing its large pit west of Burlington for a big sand digging season. George Koier, Chicago, manager of the company, is spending considerable time in Burlington superintending the preparations for actual operation.

AN EFFICIENT TRUCK LOADER.

Large quantities of sand and broken stone are delivered by barges to the Engineering Supply & Erection Co., Hudson street, Jersey City, N. J., where they are unloaded by dredge buckets and stored in large piles on the surface of the ground. The materials are loaded into horse and automobile trucks by a Jeffrey Wagon and Truck Loader of the rigid type A-16 which consists essentially of a power-driven inclined bucket conveyor mounted on a locomotive truck.

The machine, about 15' long and 13½' high over all, is entirely of steel and its framework is carried on a truck with two large geared driving wheels and two small sprocket driven wheels, all on 5' gage.

A 5-horsepower electric motor operates both conveyor and locomotive gear while a hand winch is provided for adjusting the lower end of the conveyor, close to the surface of the ground. The upper end of the conveyor, 13½' above the surface of the ground, discharges into a pivoting hopper with a short adjustable chute which delivers into and trims the material in the truck.

The machine is operated by one man and under favorable circumstances will load from one to one and one-half yards of material per minute. It advances under its own power until the lower end of the conveyor engages the toe of the material pile when the elevator is started and automatically continues loading as long as the material falls into the buckets. It is necessary, however, to keep it from penetrating the pile so far as to be choked by the overhanging material. A helper is usually stationed at the foot of the conveyor to make sure that it is operating properly and to look out for irregularities of operation, although generally his services are nominal.

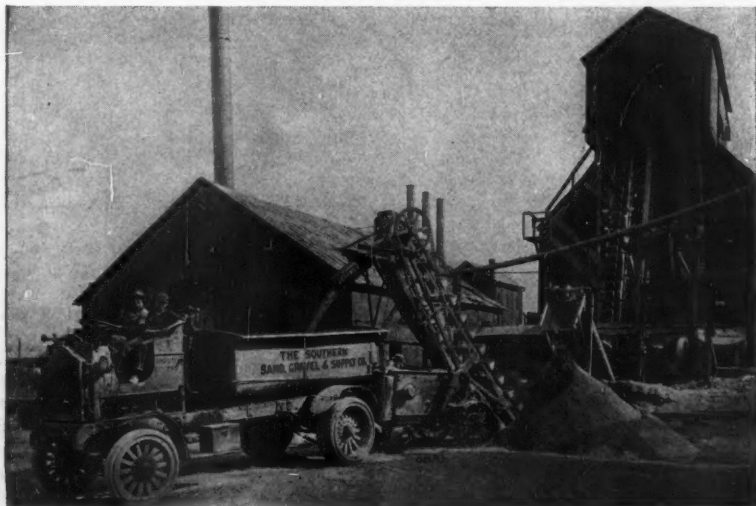
This machine weighs about 6,200 pounds and has been in operation 1½ years with satisfactory results and without requiring much repairs. For this purpose it saves about 60 per cent of the ordinary cost of loading trucks by hand. It moves to different parts of the yard as rapidly as man would walk and is suited for handling almost any kind of loose material such as sand, gravel, broken stone up to 3½", coal, ashes, and other material.

Another Jeffrey Self-Propelling Loader of the same type that with its gasoline engine weighs 6,700 pounds has been installed in the plant of the Southern Sand, Gravel & Supply Co., Columbus, Ohio, where it is chiefly used to load 7-ton Sternberg automobile trucks with fine sand from the adjacent screening house that is delivered by a drag conveyor to a storage pile in the yard.

Formerly the sand was loaded on trucks by hand, a practice that was discontinued not on account of the labor cost so much as because a large loss was occasioned by the trucks waiting for loads. The machine loads 7-ton trucks in from four to six minutes, according to the height of stock pile.

When the machine was operated in the gravel pile in the same yard it loaded 187 two-yard wagons in one afternoon. This machine has paid for itself in less than two months' service.

Bulletins fully describing Jeffrey Self-Propelling Loaders for handling sand, stone, gravel, ashes, coal, coke, etc., may be obtained upon request by writing the Jeffrey Manufacturing Co., 935 North Fourth Street, Columbus, Ohio.



LOADING A SEVEN-TON STERNBERG TRUCK WITH SAND WITH THE JEFFREY SELF-PROPELLING LOADER. SOUTHERN SAND & GRAVEL CO., COLUMBUS, OHIO.



TYPE A-16 LOADER, MOTOR DRIVEN, LOADING A TRUCK IN THREE OR FOUR MINUTES AT THE YARDS OF THE ENGINEERING SUPPLY & ERECTION CO., JERSEY CITY, N. J.

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CLAY PRODUCTS

CLAY OPERATORS ANTICIPATE BIG YEAR.

Tremendous outlet for brick, tile and other clay products is anticipated by leading producers in Cleveland, Ohio, following the settlement of the labor situation. So keen is this demand, that in one quarter 25,000,000 brick have been ordered, although not delivered and new orders are being added daily. Much of this material is for consumption in the operations that have been under suspension. Shipping conditions for this branch of the building materials industry here are better than in other lines. Small construction will afford a big outlet for these materials as soon as the weather becomes permanently settled, and already this class of work is under way, especially in the suburbs.

BRICK PLANTS RESUME.

Cohoes, N. Y., April 5.—The plant of the Aetna Brick Co. opened recently. Bricks selling at twelve dollars where a year ago they sold at seven dollars has given much encouragement to manufacturers in this section of the Hudson river district. The Aetna plant has a capacity of 10,000,000 bricks in the ten months of the year that it is in operation.

Many other plants in the Hudson district at Hudson, Catskill, Newburg, Haverstraw, Nyack and other points are making ready to resume manufacturing as it is expected that the ice will soon be out of the Hudson sufficiently for navigation to New York City to be reopened.

BRICK AT TOP NOTCH PRICES.

New York, April 5.—With brick selling wholesale at as high as \$10.50@—, second hand brick selling from ten dollars to twelve dollars for a load of 1500 and with the supply in the market well nigh exhausted the situation in the brick market is tense. For a fortnight or more there has been talk of common brick retailing at twelve dollars a thousand but some declare that the price of ten dollars now prevailing is fair enough and that there really is no reason for any further advance at this time. It seems to be the opinion that if the price does jump two dollars, as some have indicated it would, it would be speculation responsible and not actual market conditions. Brick manufacturers are not inclined to crowd the market for all there is in it and dealers admit that the upward trend in prices from last September until now has upset all records of the kind in recent years. A year ago Hudson were quoted at \$8.75, however, which was considered a fair price. Reports indicate that the up-river plants are beginning to resume operations but with increased labor costs, scarcity of fuel and shipping difficulties, it is largely problematical as to whether or not the present price can be made to stick for any length of time. An increase in the price on this account will be legitimate and will not be charged to speculation. For a little while recently it looked as if New York would experience a brick famine so low was the stock in various yards but unless there should be an extraordinary demand it is felt that the present supply will last until the Hudson is opened which may be in a week or two.

NEW BRICK PLANT FOR TENNESSEE.

Cleveland, Tenn., is to have a new and much needed enterprise in the way of a brick making plant. Tom J. Banks and son, Julius, are the promoters of the business. The necessary lands have been purchased and the machinery will be placed as soon as the weather conditions will permit. Hand pressed brick will be made and the plant will have a very large capacity. The making of brick

is proposed to be under full headway by the first of May.

It has been almost impossible for builders to get brick in this section for some time past so this new plant will fill an actual necessity of long standing here.

LOUISVILLE BRICK MEN ORGANIZE.

Louisville, Ky., April 5.—The Louisville Brick Manufacturers' & Dealers' Association, composed of the leading manufacturers and handlers, has been organized here for the purpose of promoting the sale and use of brick as a building material. The organization is in no wise in restraint of trade, and merely for the development and benefit of the brick business.

Officers elected were: T. Bishop, Louisville Brick & Tile Co., president; H. H. Frazier, R. B. Tyler Co., vice-president; Ike Tyler, of the Tyler Building Supply Co., Secretary; and Karl S. Markendorf, of the Union Cement & Lime Co., treasurer.

Charter members are: Louisville Brick & Tile Co.; Hillenbrand Brick Co.; P. Bannon Pipe Co., R. B. Tyler Co., Union Cement & Lime Co., the Tyler Building Supply Co., and the Coral Ridge Clay Products Co.

STRONG DEMAND FOR FIRE BRICK.

Fire Brick, which has been in such great demand for two years past, is still advancing in price. Deliveries are slow, some manufacturers having unfilled orders three or four months old. The capacity of existing plants has been entirely incommensurate with the demand, but now several of the plants are being enlarged. When the additional moulding rooms and kilns are placed in operation the manufacturers expect to get caught up on deliveries within a month or two.

NEWS OF THE FIELD.

G. S. Randall, P. E. Bryce and W. W. Bond have purchased the interests of Bond & Avery in the new brick making plant at King City, Cal. The new firm has taken over the lease on several hundred acres near King City and are erecting a modern factory building on a twelve-acre tract recently purchased.

Hollow tile brick and terra cotta will figure largely in the construction of the new St. Joseph's hospital which will be built soon in San Francisco at a cost of \$600,000.

The California Clay Corporation has taken a fifty-year lease on 30,000 acres of clay bearing land near Ione, Cal. A. S. Cunningham is manager of the new company which will erect a \$65,000 plant for the manufacture of brick, sewer pipe, building blocks, etc. The plant will have a capacity of 3,000,000 bricks yearly.

The brick manufacturers of Texas recently held a meeting at Dallas for the purpose of considering plans for a state-wide advertising campaign of their products. G. C. Cole, Ferris, Texas, presided as chairman. It was decided to perfect arrangements for carrying on this advertising work as quickly as possible and to wage it vigorously for at least another year.

C. C. Frampton, Groesbeck, Tex., is negotiating with the Chamber of Commerce, of Temple, Tex., to build a large brick plant at the latter place. It is stated that there are extensive beds of shale deposits near Temple which are admirably suited for the manufacture of brick.

As an evidence of the growing demand for drainage tile in Texas, it is announced that T. H. Sears will lay 198 tons of 4" to 6" tile upon his farm near Whitewater. The main and lateral lines will have a total length of about nine miles. This drainage work will be carried on under the direction of J. C.

Olsen, agricultural engineer of the extension service of the State Agricultural and Mechanical College. The drainage of this bottom land by means of tile ditches is expected to prove a valuable demonstration on behalf of the use of tile to the farmers of North Texas and it will lead, it is thought, to the placing of many other orders for tile.

The Superior Clay Products Co., of San Antonio, is building an addition to its plant which will increase its capacity from three cars to six cars of hollow tile per day. The company owns large deposits of clay situated near its plant. Its officers are Adolph Wagner, president, C. T. Priest, vice-president, and J. R. Martin, secretary and treasurer.

Buffalo councilmen will amend the city charter which will enable them to let a paving contract within a week after bids are received. The purpose of the change is to encourage greater competition in bidding for street paving. Now from four to eight months elapse from the time bids are received until a contract is made.

NEW CLAY PRODUCTS VENTURES.

Bluefield Brick & Tile Co., Bluefield, W. Va.; capital, \$25,000; incorporators, Charles H. and W. L. Mustard, C. S. Dieffenderfer and others.

The Pamlico Brick & Tile Co., Washington, D. C.; capital, \$2,500; incorporators, W. H. Lodge and others.

Burke Brick & Tile Co., Ft. Smith, Ark.; capital, \$75,000; for the purpose of manufacturing brick and tile; incorporators, H. C. McKinney, H. W. Hardy and George S. Miles.

The C. & B. Clay Co., Canton, Ohio, has increased its capital stock from \$75,000 to \$100,000.

The Stevens Pressed Brick Co., Cincinnati, Ohio; capital, \$25,000; incorporators, Arthur W. Murray and others.

The Maine Wire Cut Brick Co., Lewiston, Me.; incorporators, William J. Mahoney, M. Lemieux, Lewiston, and Harry Day, Auburn, Me.

The Brooklyn White Brick Co., Brooklyn, N. Y.; to manufacture and deal in brick and other clay products; incorporators, H. A. Johnson, C. Slaughter and S. Grant.

The Hoytville Clay Co., Hoytville, Ohio; capital, \$30,000; incorporators, Dr. Dan B. Spittler and others.

Warren B. Ferris Brick Co., Columbus, Ohio; has increased its capital stock from \$50,000 to \$100,000.

Baltic Clay Products Co., Baltic, Ohio; capital, \$50,000; incorporators, James M. Rinehart, S. Gerber, W. D. Center, L. T. Pershing, and Edw. F. Steiner. The Banks-Mitchell Co., Chattanooga, Tenn.; incorporators, L. A. Banks, L. W. Mitchell, A. Salliday and others.

The Moomaw Clay & Tile Co., Stonecreek, Ohio; capital, \$200,000. The new company will manufacture face brick.

The Southern Clay Products Co., Huntington, Ind.; capital, \$60,000; incorporators, Fred B. Adams, Daniel Reutepohler, and C. Mandel Dowell.

The Kittanning Ceramics Co., Pittsburgh, Pa.; capital, \$50,000; incorporators, H. L. McNees, J. T. Campbell, J. S. Porter, Kittanning, Pa., and R. S. Carrell, H. L. Kelly of Butler, Pa.

The Union Coal and Clay Co., New Galilee, Pa.; capital, \$20,000; incorporators, Harry R. Beegle, New Galilee; Fred N. Beegle, Beaver Falls; Geo. Davidson; E. S. Hoopes and P. J. Davidson, Beaver, Pa.

The Clay Products Co., of New Cumberland, W. Va., has been unable to begin operations at its new plant there owing to the scarcity of good labor.

The Red Bank Coal Co., Pittsburgh, Pa.; incorporators, A. B. McGrew, S. M. Parks and A. G. Nesbit.

GYPSUM PRODUCTS

The Story of Gypsum.

In order that the plastering trade may feel in closer touch with the development of the gypsum industry and gain a better knowledge of gypsum products in general, the United States Gypsum Co. is mailing to every plaster contractor on their list the "Story of Gypsum" in ten semi-monthly installments.

The company states that the "Story of Gypsum" is impersonal and is not intended as advertising, no names of brands, etc., being mentioned, and that the "Story" is meeting with a hearty response. The letters are written on novelty letterheads and a loose-leaf cover is furnished with the first letter for the purpose of preserving the series for reference. The "Story of Gypsum" is written in popular form without technical terms, and besides dwelling briefly upon the history of gypsum from ancient times to the present day methods of manufacture, many uses, etc., it details the most approved ways of mixing and applying gypsum plasters and finishes. Letter No. 6 of the series is reproduced below:

You are going to get a surprise right off the reel for I am going to upset a pet theory. The hair fibre in plaster isn't really necessary for a good plastering job. Gypsum plaster is so strong that the hair "binder" adds about as little strength as a fly to an elephant. Of course, hair keeps too much plaster from going through metal lath, but it is needless for brick or tile and needless for wood

lath, too, if you scratch coat first, which is the best, easiest and quickest way to plaster.

But the boys have gotten accustomed to seeing hair, and we put it in. However, up until lately the main thing it did was what it did to Samson—gave trouble. But no longer! An automatic hair-picker has been invented and patented that absolutely does away with hair lumps. High-grade goat hair, while more expensive than cattle hair, is best.

Leetle drops of vatter,
Leetle grains of sand, you bet,
Vill neffer make a plastered wall,
Mitoud some grains of gypsum, yet.
—Heine Hodhoister.

Two-thirds of a plastered wall is sand, so the plasterer who takes pride in his work will agree with Heine that right sand conditions are important. Right sand conditions mean: that each grain of sand shall be entirely surrounded by gypsum, so that every grain will be firmly cemented to every other grain which touches it on every side. Keep this idea in mind when reading the following four common-sense sand rules:

1. Flat, broad surfaces cement together stronger than round surfaces. Place two baseballs together

and they touch at only one small point—get the idea? Hence a flat or "sharp" silica sand, not too fine or too coarse, should always be used in preference to a round sand.

2. Plaster should not be over-sanded, because then the proportion of cement is too small to "entirely surround" each sand grain. With my next letter I shall give you a complete specification which tells the proportions of sand in terms of buckets to arrive at two parts, also three parts of sand by weight. A rich gypsum will, of course, take more sand than a gypsum not so rich.

3. Plaster should be thoroughly mixed both before the water is put in and afterwards, so that each sand grain will be "entirely surrounded" by plaster crystals.

4. Loam, quicksand and such like particles do not cement together and their presence weakens the wall. Another reason why sand containing them should never be used is that loam and quicksand quicken the set of plaster unduly. Other impurities may retard the set, so you can never tell what a plaster is going to do when you use dirty sand. Remember this: Clean sand quickens set—the more sand used the quicker the set.

Wood fibre plaster requires no sand and that's one thing I'll touch upon in my next letter.

BRANCH MANAGERS ATTEND CONVENTION.

An increase in the present co-operative service to dealers, in order to work more closely with them in the distribution of "Hy-Rib" and metal lath to contractors, was a feature brought out at the second annual convention of branch managers and representatives of the Trussed Concrete Steel Co., at the firm's plant in Youngstown, Ohio. Every section of the country was represented, nearly 200 men taking part in the meeting. These men expressed themselves on their very close relationship with the dealers and with the way it has worked out to the mutual advantage of all concerned.

The business sessions held during the day brought out many valuable papers and interesting discussions. New developments and improvements were clearly presented to the men, as well as a review of the work of the past year and prospects for the future.

The convention was opened Tuesday morning by S. M. Fechheimer, general chairman and publicity manager. The principal address of the morning was by Julius Kahn, president, who in a masterly way reviewed the excellent work of the company for the past year and outlined a program for 1917 business. T. H. Kane, works manager, followed with an address on the progress made in the shops. The Tuesday afternoon session was devoted to the subject of credits and contracts and brought out two very valuable papers: one by O. W. Chaffee, manager of the credit department and the other by O. W. Irwin. These papers were followed by an interesting discussion.

The Wednesday morning session was devoted to the subject of "Kahn Pressed Steel and Kahn Steel Buildings," with papers by C. I. Auten, department manager, and H. W. Faraday, followed in the afternoon by an address and discussion on "Reinforced Concrete," by R. D. Snodgrass, chief engineer.

On Thursday morning P. M. Louwerse, manager of the sash department gave a very valuable paper on the subject of "Steel Sash," followed by another paper by F. W. Cummer, and an interesting discussion. At the afternoon session Louis Baum, manager of the Kansas City office, presented a most interesting paper on "Floretyle Construction."

The greater part of the Friday sessions were devoted to the subject of "Hy-Rib, Metal Lath and Highway Products." Mr. John Bowditch, manager of this department, presented the principal paper, followed by W. A. McIntyre, assistant manager. At the afternoon session interesting papers were presented by R. H. Page, of the foreign trade department, and C. H. Gagen, of Chicago. Gustave Kahn, manager of the sales department, outlined in a most impressive way the program for the work of 1917.

The entertainment features were well planned and arranged; every evening being occupied. Tuesday evening the convention attended the Hippodrome theatre where special acts and features were put on and arranged particularly for the convention, being followed by a buffet luncheon at the Hotel Ohio.

A county fair was given Wednesday evening at the Hotel Ohio, the various exhibits being in charge of different representatives of the company. Many original and entertaining features were introduced.

The annual banquet was given on Tuesday evening.

and was particularly enjoyable. The usual formal speeches customary to banquets were entirely eliminated, original and entertaining addresses, motion pictures, original plays, etc., being substituted.

Everyone voted the convention the most enjoyable and successful one ever attended and returned to their homes better equipped with valuable information and enthusiasm for the coming year. The year 1916 marked the close of the greatest year in the history of the Trussed Concrete Steel Co. and plans for 1917 are to excel this record.

TRADE NOTES.

The Sandusky Cement Co., Cleveland, Ohio, is distributing a booklet of "Tables Giving the Quantities of Material Required in Concrete Construction." It will be found quite valuable for architects, engineers, contractors and cement users. While it is a small booklet, the information contained therein is very concise and accurate.

The spring improvements number of "Alpha Aids," was distributed by the Alpha Portland Cement Co., Easton, Pa., the last few days of March. It is full of timely suggestions for retailers and generously illustrated. Another interesting publication put out by this firm is entitled "Concrete Barns and Silos."

"Color Tones in Stucco," addressed to architects, and "Information for Home Builders," dealing with the same subject addressed to the consumer, are two new publications of the Atlas Portland Cement Co. The former is illustrated in colors and contains valuable data relative to specifications, general information on stucco and the location of aggregates. The other is more modest in its appearance but contains information of inestimable value to home builders.

"Estimating Building Costs" is the name of a book of 218 pages just off the press, of the David Williams Co., New York City. William Arthur is author of the volume, which is a handy guide and text book containing twenty-nine figures and ninety-one tables. It is substantially bound in cloth and sells at one dollar net postpaid.

FREIGHT RATES DENIED.

The Illinois Public Utilities Commission has denied the railroads an increase in rates on stone, sand, gravel, cement, ice, brick, tile and clay, but has authorized the railroads of Illinois to increase their intrastate freight rates five per cent on coal, iron and steel articles, livestock, powder and high explosives.



MANAGERS IN CONVENTION SESSION AT YOUNGSTOWN.

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